

Main Street Marion Executive Director Job Description and Work Objectives

The Executive Director of Main Street Marion coordinates economic development activities within downtown Marion, Indiana with a goal of bringing more people with spendable income to the downtown district and providing quality of life entertainment and events in downtown Marion. This person functions as the program manager for the Main Street Marion program and reports to the president of the board of directors. He/she is responsible for the development, conduct, execution and documentation of Main Street programs. The Executive Director is the principal on-site staff person responsible for coordinating all project activities locally as well as for representing the community regionally as appropriate. This position is a part-time salary employment position that carries an average of 30 hours per week.

The Main Street Executive Director is an advocate for the Main Street program, providing information and background on the goals and accomplishments of the Main Street Marion program to business owners, the community, city officials and staff, and other interested persons. The Main Street Executive Director will be a positive and energetic source for the long-term revitalization of downtown Marion and will support the Main Street program throughout the community. The Main Street Executive Director represents the downtown district and Main Street in a positive, and professional manner, both within the community and when representing Main Street Marion outside the area.

Full range of duties to be performed:

- Serve as the visible contact person and full-time advocate for the Main Street Program.
- Coordinate activity of Main Street Program committees, ensuring that communication between committees is well established; assist committees with development and implementation of work plan items.
- Work with the Board of Directors to implement and direct the program of the organization.
- Manage all administrative and fundraising aspects of the Main Street Program, including purchasing, record keeping, budget development, funding development, and accounting.
- Prepare all reports required by the coordinating Main Street Program and other key funders and administrators.
- Develop and conduct ongoing public awareness programs designed to enhance appreciation of the downtown businesses, to foster an understanding of the Main Street program's goals and objectives, and to keep the program highly visible in the community.
- Assist individual tenants and property owners with physical improvement projects through personal consultation or by obtaining expert assistance and/or providing guidance on financial mechanisms for physical improvements.
- Direct efforts at business retention, expansion, and recruitment, including providing information, expertise, and appropriate referrals to business owners, marketing the Main Street Marion program to outside businesses, working with developers and building owners to enhance the quality of retail and commercial businesses and the quality of their retail/commercial space.
- Encourage a cooperative climate between Main Street's interests and local public officials and help build strong and productive working relationships with appropriate public agencies at the local and state levels. Encourage a cooperative climate with other key organizations and companies.
- Advise Main Street's merchants on Main Street program activities and goals and assist in the coordination of joint promotional events that attract people to the Main Street district and/or earn revenue for the program.

- Oversee fundraising planning and implementation, including identifying resource requirements, cultivating funding sources, submitting proposals, and administering fundraising records and documentation.
- Supervise any necessary temporary or permanent employees, as well as professional consultants. He/she participates in personnel and project evaluations. The executive director maintains local Main Street Program records and reports, establishes technical resource files and libraries, and prepares regular reports as needed.
- Produce press releases and maintain good relationships with all media in the region.
- Assist with writing, editing, and publishing informational and marketing brochures and flyers.

The Executive Director should:

- Have education or 5+ years of experience in one or more of the following areas: economics, finance, public relations, planning, business administration, public administration, fundraising, marketing, community organizing, nonprofit administration, volunteer coordination, and/or small business development.
- Have working knowledge in the following areas: National Main Street philosophy, four-point Main Street approach, social media applications, historic preservation, grant writing, and economic development.
- Be well-versed on the Downtown Marion Development Plan and assist with updates. Additionally be well versed with the following documents: Tax Increment Financing (TIF) Plan, the Marion Downtown Authority Action Plan, and other studies and reports as they relate to downtown, and be familiar with the City of Marion Comprehensive Plan, Sign Ordinance, and the Zoning Ordinances pertaining to the downtown district.
- Be sensitive to design and preservation issues.
- Be proficient in word processing, spreadsheet applications, PowerPoint, and data base management.
- Have excellent public speaking and conflict resolution skills and understand the issues confronting business people, property owners, public agencies and community organizations.
- Be entrepreneurial, energetic, imaginative, well organized and capable of functioning effectively in a very independent situation.
- Have excellent verbal and written communication skills.
- Be nonpartisan in that he/she does not publicly support or oppose any political party or candidate.

This job description may be subject to change – duties may be removed or added – as needed to fulfill the needs of the organization and our community.

I have read and understand this job description and would like to be considered as an applicant for this position.

Signature

Date