

Job Title: EXECUTIVE DIRECTOR
Date: June 2019
Reports to: Board of Directors (President)

Work Objectives:

The Main Street program executive director coordinates activities within the downtown commercial district revitalization program that utilizes historic preservation as an integral foundation for downtown economic development. He or she is responsible for the development, execution and documentation of the Main Street program. The director is the principal on-site staff person responsible for coordinating all program activities, staff, and volunteers, as well as representing the community regionally and nationally as appropriate. In addition, the director should help guide the organization as its objectives evolve.

Major Areas of Responsibilities (with assistance from staff):

- Coordinate the activity and implementation of work plans of the Main Street program committees, ensuring that communication among committees is well established. Manage all administrative aspects of the Main Street program, including purchasing, record keeping, budget development, accounting, preparing all reports required by the state Main Street program and by the National Main Street Center, assisting with the preparation of reports to funding agencies, and supervising employees or consultants.
- Develop, in conjunction with the Main Street program's board of directors, downtown economic development strategies that are based on historic preservation and utilize the community's human and economic resources. Become familiar with all persons and groups directly and indirectly involved in the downtown. Mindful of the roles of various downtown interest groups, assist the Main Street program's board of directors and committees in developing an annual action plan for implementing a downtown revitalization program focused on four areas: design/historic preservation; promotion and marketing; organization/management; and economic restructuring/development.
- Develop and conduct on-going public awareness and education programs designed to enhance appreciation of the downtown's assets and to foster an understanding of the Main Street program's goals and objectives. Use speaking engagements, media interviews, and personal appearances to keep the program in the public eye.
- Assist individual tenants or property owners with physical improvement projects through personal consultation; assist in locating appropriate contractors and materials; and provide advice and guidance on necessary financial mechanisms for physical improvements.
- Assess the management capacity of major downtown organizations and encourage improvements in the downtown community's ability to carry out joint activities such as promotional events, advertising, appropriate store hours, special events, business assistance, business recruitment, parking management, and so on. Provide advice and information on successful downtown management. Encourage a cooperative climate among downtown interests and local public officials.
- Advise downtown merchants or other stakeholders on Main Street program activities and goals; help coordinate joint promotional events, such as festivals or business promotions,

to improve the quality and success of events and attract people to downtown; work closely with local media to ensure maximum coverage of promotional activities; encourage design excellence in all aspects of promotion in order to advance an image of quality for the downtown.

- Help build strong and productive relationships with appropriate agencies at the local, state and national levels.
- Utilizing the Main Street program format, develop and maintain data systems to track the progress of the local Main Street program, including economic monitoring, building information, photographic documentation of physical changes, and statistics on job creation and business retention.
- Represent the community to important constituencies at the local, state, and national levels. Speak effectively on the program's directions and work, mindful of the need to improve state and national economic development policies as they relate to commercial districts.

Resource Management Responsibilities:

The program director supervises any temporary or permanent employees, as well as professional consultants. He or she participates in personnel and project evaluations. The program director maintains local Main Street program records and reports, establishes technical resource files and libraries, and prepares regular reports for the state Main Street program and the National Main Street Center. The program director monitors the annual program budget and maintains financial records.

Job Knowledge and Skills Required:

The program director should have education and/or experience in one or more of the following areas: commercial district management, economics, finance, public relations, planning, public or business administration, retailing, volunteer or non-profit administration, architecture, historic preservation, and/or small business development. The program director must be sensitive to design and preservation issues and must understand the issues confronting downtown business people, property owners, public agencies, and community organizations. The director must be entrepreneurial, energetic, imaginative, well organized and capable of functioning effectively in an independent environment. Excellent written and verbal communication skills are essential. Supervisory skills are desirable.

Specific contracts and partnerships to manage:

- Management/implementation of the **Downtown Cape Girardeau Community Improvement** District agreement and associated contracts
- Management/implementation of the **contract for services with the City of Cape Girardeau**
- Critical **organizational partnerships** to maintain/support/develop
 - City of Cape Girardeau (staff and council)
 - Southeast Missouri State University
 - Cape Girardeau Area Chamber of Commerce
 - Cape Girardeau Convention & Visitor's Bureau

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