

JOB TITLE: **MAIN STREET EXECUTIVE DIRECTOR**

PREPARATION DATE: March 7, 2018

REVISION DATE:

DEFINITION:

Position will be full time exempt status under the general administrative direction of the City Manager in coordination with the Savannah Main Street DbA Renaissance Committee Board of Directors. The Executive Director is responsible for the development, conduct, execution and documentation of the Main Street program utilizing the program Four-Point approach – Design/Historic Preservation, Economic Restructuring/Development, Organization/Management and Promotion/Marketing. The Director shall also perform duties necessary to coordinate events for the City of Savannah and related work as required.

EQUIPMENT/JOB LOCATIONS:

The employee works primarily in an office setting; some outdoor work is required. While performing the duties of the job, the employee is frequently required to talk or hear as well as stand or walk. The employee must occasionally lift and/or move up to 25 pounds.

Employee will operate light duty vehicles and will prepare for and coordinate Main Street and/or City of Savannah events.

Employee will operate computer and other associated office equipment.

May be required to work evenings and some weekends during events and meetings or as deadlines require.

ESSENTIAL FUNCTIONS OF THE JOB:

Will serve as the City representative and Executive Director for the Savannah Main Street program

Will serve as the City representative for the Christmas on Main subcommittee

Will manage the Savannah Entrepreneur Education & Development (SEEDCo) grant and organization

Will manage the Historic Downtown Theater activity schedule

Will perform duties as necessary for coordination of City events in addition to being the City representative for events supported and/or sponsored by the City of Savannah

Coordinate activity of Main Street program committees, ensuring that communication committees are well established; assist committees with creation and implementation of work plan items

Manage all administrative aspects of the Main Street program, including purchasing, record keeping, budget development and bookkeeping; preparing all reports required by the state Main Street program and by the National Trust Main Street Center, assisting with the preparation of reports to funding agencies; supervising volunteers

Develop, in conjunction with the Main Street program's Board of Directors, strategies for downtown economic development and goals to bring new vibrancy to the downtown district

Become familiar with all persons and groups directly or indirectly involved in the downtown commercial district. Assist the Main Street Board of Directors and the four committees in developing an annual action plan for implementing a downtown revitalization program focused on the four-point approach

Develop and conduct ongoing public awareness and education programs designed to enhance appreciation of the downtown's architecture, local business and the downtown district as a whole. Foster an understanding of the Main Street goals and objectives through speaking engagements, media interviews and appearances, always keeping the program highly visible in the community

Assist downtown business owners or property owners with physical improvement projects when possible. Examples may include personal consultation; assist in locating appropriate contractors and materials; provide advice and guidance on necessary financial mechanisms for physical improvements

Encourage improvements in the downtown community's ability to undertake joint activities such as promotional events, advertising, uniform store hours, special events, business recruitment, parking management and so forth. Provide advice and information on successful downtown management. Encourage a cooperative climate between downtown interests and local public officials

Encourage and create promotional events, such as seasonal festivals or cooperative retail; promotional events, in order to improve the quality and success of events to attract people downtown; work closely with local media to ensure maximum event coverage; encourage design excellence in all aspects of promotion in order to advance an image of quality for downtown

Help build strong and productive working relationships with appropriate public agencies at the local and state levels

Utilizing the Main Street program format, develop and maintain data systems to track the process and progress of the local Main Street program. These systems should include economic monitoring, individual building files, thorough photographic documentation of all physical changes and information on job creation and business retention

Represent the City and Main Street. Speak effectively on the program's mission and vision

Said duties will require travel for mandatory training sessions to maintain national and state accreditation status

All other duties as assigned

REQUIRED KNOWLEDGE AND ABILITIES:

Must be team oriented with ability to instill sense of customer service and responsiveness throughout all City Departments

Excellent public speaking, writing and relationship-building skills are essential

Strong computer skills including word processing and spreadsheet applications

Organizational & computer skills and basic website management/social media experience

Marketing and advertising skills desired

Supervisory skills are desired

Knowledge of downtown public and private issues desired

Historic preservation skills desired

QUALIFICATIONS:

Should have education and/or experience in one or more of the following areas: commercial district management, economics, finance, public relations, planning, business administration, public administration, retailing, volunteer or non-profit administration, architecture, historic preservation, and/or small business development.

Must be sensitive to design and preservation issues and must understand the issues confronting downtown business people, property owners, public agencies and community organizations.

Must be a creative, entrepreneurial, energetic, imaginative, well-organized, self-motivated individual able to function effectively in leading a variety of stake-holders.

Must possess a Valid Tennessee Driver's License and own or have regular access to a vehicle.