

Platteville Main Street Program Job Description – Executive Director

Position: Executive Director

Reports to: President

Overview of Position:

This is a professional position requiring the ability to exercise independent judgement and discretion. The intent of this position is to coordinate activities within a downtown revitalization program that utilizes historic preservation as an integral foundation for downtown economic development.

Responsibilities:

1. The development, conduct, execution and documentation of the Main Street Program.
2. Is the principal on-site person responsible for the coordinating of all project activities locally as well as for representing the community regionally and nationally as appropriate.
3. Should help guide the organization as it grows and as its objectives evolve.
4. The Executive Director should carry out the following tasks:
 - a. Coordinate activity of Main Street Program committees, and assist committees with work plan items.
 - b. Manage all administrative aspects of the Main Street Program, including purchasing, record keeping, reports required by the State Main Street Program, and by the National Main Street Center. Will also assist with the preparation of reports to funding agencies and supervising part-time employees or consultants.
 - c. 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 or indirectly involved in the downtown commercial district.
 - d. 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, organization/management, and economic vitalization/development.
 - e. Develop and conduct ongoing public awareness and education programs designed to enhance appreciation of the downtown's architecture and other

assets and to foster an understanding of this Main Street Program's goals and objectives.

- f. Use speaking engagements, media interviews, and personal appearances to keep the program in the public eye
- g. Assist individual tenants or property owners with physical improvement projects through personal consultation or by obtaining and supervising professional design consultants; assist in locating appropriate contractors and materials; when possible, participate in construction supervision; provide advice and guidance on necessary financial mechanisms for physical improvements.
- h. 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, uniform store hours, special events, business recruitment, parking management, and so on. Provide advice and information on successful downtown management. Encourage a cooperative climate between downtown interests and local public officials.
- i. Advise downtown merchants' organizations and/or Chamber of Commerce retail committees on Main Street Program's activities and goals; help coordinate joint promotional events, such as seasonal festivals or cooperative retail promotional events in order to improve the quality and success of events and attract people 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.
- j. Help build strong and productive working relationships with appropriate public agencies at the local and state levels.
- k. Utilizing the Main Street Program format, develop and maintain data systems to track the process 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.
- l. Represent the community to important constituencies at the local, state, and national levels and speak effectively on the program's directions and findings, always mindful of the need to improve state and national economic development policies as they relate to smaller communities.

Resource Management Responsibilities:

1. The Executive Director supervises any necessary temporary or permanent employees,

as well as professional consultants. He/she participates in personnel and project evaluations.

2. The Executive Director maintains local Main Street Program records and reports, establishes technical resource files and libraries and prepares regular reports for the National Main Street Center. The Executive Director monitors the annual budget and maintains financial records.

Job Knowledge and Skills Required:

1. The Executive Director should have education and/or experience in one or more of the following areas:
 - a. architecture
 - b. historic preservation
 - c. economics
 - d. finance
 - e. public relations
 - f. retailing
 - g. design
 - h. journalism
 - i. planning
 - j. business administration
 - k. public administration
 - l. volunteer/nonprofit administration
 - m. small business development
2. The Executive Director must be sensitive to design and preservation issues.
3. The Executive Director 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 situation.
4. Excellent verbal and written communication skills are essential. Supervisory skills are desirable.