

## Main Street Program Director Job Description

Classification: Full Time - Exempt

Salary Range: \$46,000-50,000

### Overview of Role

The director is the principal on-site advisor, advocate, and driver for coordinating all programs/events, activities, and volunteers in the downtown business district. This role focuses on historic preservation, revitalization of available real estate, guiding public/private partnerships, encouraging innovation and the creation of new business ventures that lead to the strong economic growth of Main Street Washington. The director is responsible for the project management of all Main Street programming and initiatives.

### A Day in the Life of the Main Street Director

The director wears many hats, below are the key areas of focus for this role.

#### **Business Advocate and Advisor**

- Develop and cultivate relationships with all current and potential business owners on Main Street. Is visible, present, and engaged in the strengths and challenges each faces, works with individuals to identify solutions, and celebrates successes.
- Represent the community to important constituencies at the local, state, and national levels.

Speaks effectively on the programs' direction and work, mindful of the need to improve state and national economic development policies as they relate to commercial districts.

- Creates and develops relationships with other cities' Main Street programs, sharing best practices and trends, and working together to identify effective initiatives that increase opportunities locally.
- Foster the development of downtown merchants' organizations and/or chamber of commerce retail committees to support Main Street program activities and goals.
- Identify and build strong, productive relationships with all appropriate public agencies at the local and state levels.
- 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 and provide advice and guidance on necessary financial mechanisms for physical improvements.

## **Event Planning and Coordination**

- Work with local merchants to help coordinate joint promotional events to improve the quality and success of events and attract people to downtown.

Assess current events historically conducted within the business district, identify strengths, opportunities, and vital partnerships to coordinate and work with key organizations within downtown Washington.

## **Required Experience**

Education and/or 1-3 years' experience in one or more of the following areas:

- Commercial district management
- Economics or Finance
- Public Relations
- Business Administration
- Public Administration
- Non-Profit Administration
- Historic Preservation/Architecture
- Small Business Development

## **Required Skills and Abilities**

- Self-Organization: ability to prioritize and manage multiple projects and initiatives.
- Demonstrates the ability to research and learn vital information through various resources to stay current to the needs of Main Street.
- Ability to manage one's day to day work, know when to ask questions and get support.
- Ability to build, cultivate and sustain diverse relationships quickly.
- Flexibility in work schedule for Main Street events
- Prior event planning and execution.
- Organization skills: reporting, file creation and retrieval, presentation skills.
- Ability to navigate difficult situations with grace and ingenuity.
- Strong computer proficiency in MS Office, Online Meeting platforms and Quick Books
- Strong writing ability, grants, reports, press releases, etc.

## **Physical Characteristics of Role**

- Ability to travel up to 20% of the role.
- Flexibility to attend, participate or lead events that may be in the evening, early mornings, or weekends,
- Ability to travel to visit and meet with business owners, on location, within the Washington business district.

- Occasional overnight travel is required.
- Ability to travel and attend meetings with community partners, potential business owners, and local officials.
  - Attend and participate in local business events, assisting with set up, facilitation and clean up.
  - Present and meet with individuals and organizations in and around Washington County.

This job description provides an outline of the role and responsibilities, there are additional job responsibilities as needed, this may change or be updated based on the needs of the business district. Must possess Commonwealth of Pennsylvania Driver's License, and clear criminal record.

The Washington Business District Authority is an equal opportunity employer that is committed to diversity and inclusion in the workplace. We prohibit discrimination and harassment of any kind.

Please submit cover letters and resumes via email to:

[Crowing@pcrg.org](mailto:Crowing@pcrg.org) by May 5<sup>th</sup>

or by mail to

WBDA

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