



Executive Director Job Description

General Program Description

Main Street Greenville, Inc. is a nationally accredited nonprofit, 501(c)3 organization that works to preserve and revitalize downtown Greenville, Ohio.

This position is hired by, and reports to, the Main Street Greenville Board of Trustees. The Board of Trustees will conduct an annual review of the Executive Director.

Work Objectives

The Executive Director (ED) coordinates activity within a downtown revitalization program that utilizes historic preservation and revitalization as an integral foundation for local economic development.

He/she is responsible for the development, conduct, execution and documentation of the Main Street Program. The ED is the principal on-site staff person responsible for coordination of all activities locally as well as for representing the community regionally and nationally as appropriate. In addition, the ED should help guide the organization as it grows and as its objectives evolve.

Range of Duties to be Performed

- Coordinate activity of Main Street program committees (Promotions, Economic Vitality, Design, and Organization), ensuring that communication between 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; and supervising volunteers.
- Develop, in conjunction with the Main Street program's Board of Trustees, 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 Trustees and the four committees in developing an annual action plan for implementing a downtown revitalization program focused on four areas: design/historic preservation, promotion/marketing, organization/management and economic vitality/economic development.
- Develop and conduct ongoing public awareness and education programs designed to enhance appreciation of the downtown's architecture, local businesses, and the downtown district as a whole. Foster an understanding of the Main Street program's 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 on. 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 the 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 community. Speak effectively on the program's mission and vision.
- Said duties will require mandatory evening and weekend hours during events and meetings.
- Said duties will require travel for mandatory training sessions to maintain national accreditation status.
- All other duties as assigned.

Resource Management Responsibilities

The ED supervises any interns or volunteers for the organization. He/she participates in personnel and project evaluations. The ED 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 Trust Main Street Center. The ED monitors the annual project budget and maintains financial records in cooperation with the organization's Treasurer.

Job Knowledge and Skills Required

The ED should have education and/or experience in one or more of the following areas: fundraising, strategic planning, marketing, economics, finance, public relations, design, journalism, business administration, public administration, retailing, volunteer or nonprofit administration and /or small business development. The director must be sensitive to design and historic preservation issues. The director must understand the issues confronting downtown business owners, property owners, public agencies and fellow community organizations. The director must be entrepreneurial, energetic, imaginative, well organized and capable of functioning effectively in a very independent leadership situation. Basic mathematical and computer skills, excellent verbal and written communication skills are essential. Supervisory skills are necessary, as the position requires volunteer management.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is regularly required to walk, talk, and hear. The employee frequently is required to sit and use hands to find, handle or feel. The employee may be required to reach with hands and arms. The employee must occasionally lift and/or move up to 30 pounds. Specific vision required by this job includes close vision, peripheral vision, depth perception, and the ability to adjust focus.

Certificates, Licenses, & Registrations

The Executive Director is expected to be a participating member of all relevant local, state, and national organizations. Must have a valid Ohio Driver's License.

Education and Experience

- Associate's degree or 2 years education/experience in at least one of the following areas: marketing, public relations, business management, economics, nonprofit leadership, fundraising, or event planning.
- All candidates must pass a background investigation and drug screening test.
- All candidates must show proof of a current and valid Ohio Drivers' License.
- Candidate must have computer experience in windows-based programs and social media marketing. Graphic design software knowledge and experience is extremely helpful.
- This is not an entry level position, it is a full-time professional position.
- This is a salaried position without benefits.
- Candidate will serve an introductory period, not to exceed 90 days.

Application Procedure

- Main Street Greenville, Inc. is an equal opportunity employer.
- All candidates must submit the following no later than Sunday, April 16th, 2017.
- Submit information to info@mainstreetgreenville.org.
- Electronic resumes are preferred, however, you may mail your resume to Main Street Greenville, 421 S. Broadway, Greenville, Ohio 45331.
 - Cover letter
 - Resume with professional references
 - Submit a writing sample that includes four ideas for downtown Greenville, one for each of the Main Street Program categories:
 - Design/Historic Preservation
 - Promotions/Marketing
 - Organization/Management
 - Economic Vitality/Economic Development