



Executive Director

Job Description

Program Overview: The Executive Director is responsible for planning, organizing, and directing the daily activities and operations of Main Street Atmore and the Main Street Atmore Foundation. The Executive Director will work with the Main Street Atmore & Foundation Board of Directors, Program Partners, and Volunteer Committees to create a welcoming and economically diverse Main Street District rooted in our community's history and culture, while using The Main Street Four-Point Approach.®

The Four-Point Approach® is a comprehensive means to rebuild a healthy downtown by addressing the economic challenges facing downtown, beautifying and restoring the historic heart of the community, and promoting the downtown with fun events and quality marketing.

Position Title: Executive Director

Position Term: Full-time, exempt position with evening and some weekend work

Reports to: Board of Directors via Board President with limited supervision

Major Duties and Responsibilities: Focus on the four strategic areas: Economic Vitality, Promotions, Design, and Outreach based on the nationally recognized Main Street Approach® to downtown enhancement. The duties listed below are examples of the various type of work that may be performed by an individual serving as the Executive Director:

Board and Committees:

- Work independently and with the Main Street Atmore's Board of Directors, program partners, Main Street District business owners and volunteer committees to cultivate a more active, vibrant, and sustainable downtown.
- Attend board meetings to stay informed of Board activities and directives, to keep the Board informed of important events, and communicate appropriate Board information to the public.
- Submit a monthly report and alert Board to significant developments potentially affecting the organization and the organization's operations.
- Support the Board in developing, implementing and carrying out strategies for accomplishing identified priorities, goals and objectives.
- Coordinate and support Main Street committees — Economic Vitality, Promotion, Design, and Organization Actively participate in educating, training, and continually guiding the committees to accomplish their goals.
- Develop or adapt orientation materials; train and motivate volunteers serving as committee members.

Financial:

- Work with the President and Treasurer, and the Board, in preparing an annual budget and a fundraising plan.

- Manage the daily operating budget and monitor the receipt and expenditures
- Represent the Main Street Atmore Board in approved business negotiations and enter into approved business agreements or contracts approved by the Board.
- Collect data and information to support grant requests and assist the board with developing applications for funding from foundations.
- Coordinate and submit timely reimbursement requests for any grant funds and ensure that all grant reporting requirements are met.

Communications and Community Engagement:

- Serve as the primary point of contact for the organization.
- Establish strong working relationships with stakeholder groups at the community, state, and national levels.
- Provide face-to-face communication with Main Street District stakeholders, including business and property owners.
- Manage and disseminate inbound and outbound communication for the organization.
- Ensure the board is kept consistently and fully informed on the condition of the organization and all important factors influencing it. Stay abreast and keep the board informed of downtown development needs.
- Present reports to City Council and other commissions, committees, and boards as needed.

Program Development and Administration:

- Manage the day-to-day operation of the Main Street Atmore guided by annual goals and work plans.
- Assist the Board of Directors and each of the four standing Main Street Committees in developing and implementing both short and long-term work items that includes, but is not limited to:
 - Managing and tracking data related to the organization's efforts, including membership, contact lists, building inventories, economic investment, downtown vacancies, jobs creation or retention, photo documentation, etc.
 - Encouraging appropriate visual improvements (utilizing historic preservation as a basis) to district business/property owners;
 - Developing and implementing marketing strategies designed to recruit new businesses, retain existing businesses, and assist expanding businesses.
 - Developing, planning, and staging marketing and promotional activities and events.
 - Recruiting and training volunteers.
 - Maintaining and developing public and private relationships
 - Fundraising, event planning, and grant writing.
 - Develops a social media campaign highlighting unique features of Downtown.
- Follow policies and procedures pertinent to the Main Street Atmore's operations and volunteer administration.
- Maintain official records and documents, and ensure compliance with federal, state, and local regulations.
- Attend workshops and trainings

- Complete all reporting requirements to the State Main Street Program and the City
- Supervise any staff or interns Main Street Atmore may employ

Qualifications:

- At least 2 years' experience managing a Main Street program, economic or community development initiatives, or relevant experience.
- Proven successful experience in nonprofit administration or leadership.
- Familiarity with the Main Street Approach® to downtown revitalization
- Experience in one or more of the following areas: business/economic development, city/urban planning, marketing, historic preservation, community organizing, or volunteer management
- Experience and interest in fundraising; especially working with a board of directors to develop and implement successful fundraising strategies.
- Experience fostering and maintaining strong relationships with civic leaders and a variety of community stakeholders.
- Outstanding communication skills and the ability to communicate effectively with a wide variety of stakeholders.
- Experience managing and motivating volunteers.
- Strategic thinker, problem solver and community collaboration builder.
- Self-motivated and action-oriented.
- Maintain a positive public facing image including professional dress, language and behavior
- Strong writing skills.
- Tech-savvy with facility in MS Office applications, Dropbox, social media, website content management, and ability to troubleshoot basic IT issues.
- Quickbooks and non-profit accounting experience preferred
- Bachelor degree is preferred, though experience in program development and fundraising may be considered in lieu of a degree.
- Promotes a positive organizational image and remain available to the public.
- Sense of humor

Areas Of Major Time Commitment:

- Work Plan Implementation (Project Management).
- Meetings with Downtown Stakeholders , Business Owners and the Main Street Atmore's Volunteer Committees.
- Management and Operations.
- Community Outreach
- Support for Events and Promotions.

Anticipated Results:

- Support the organizational goals as defined by the Board of Directors.
- Encourage rehab/adaptive reuse projects.
- Support new infill construction projects initiated downtown.
- Business recruitment and retention.
- Develop programs that activate downtown.
- Expand community support of the Main Street Atmore and downtown.
- Aid in the promotion of the organization's events, programs, and projects.



- Develop and implement a plan for sustainable funding for the organization in partnership with the Board of Directors.

Work Environment and Physical Demands: The work environment and working conditions described are representative of those that are typical of the job:

- A significant portion of the job requires an “on the street” presence downtown, with the executive director calling on businesses, property owners, and other stakeholders. Regular walking and standing for extended periods while conducting site visits to downtown businesses is an essential function of this position.
- Some of the job is performed at downtown events including supervision of event setup, operation, and clean up.
- Ability to lift up to 50 pounds.
- Occasional travel includes local, regional, and national meetings.
- The position may regularly require evening and weekend work.