



**\*\* For Immediate Public Release \*\***

**Wednesday March 15, 2023**

**JOB OPENING – Executive Director**

Opelika Main Street is seeking qualified candidates interested in the Executive Director’s Position with our program. We are an established Main Street organization active in our district hosting several large events throughout the year. We are looking for candidates that are organized, self-motivated, and creative. If you believe you are a good match with the attached job description, send us your cover letter and resume!

Applications should be sent via email to Jonathan Savage, Board President – Opelika Main Street. His address is **“theothersavage@outlook.com”**

We are accepting applications until the end of day on **Saturday, April 29, 2023.**

-Board of Directors, Opelika Main Street.



## Opelika Main Street - Executive Director Job Description

### Work Objectives

The Executive Director is responsible for the development, conduct, execution, and documentation of the local Main Street program as set forth by the Opelika Main Street Board of Directors. The local program is based on Main Street America's "Four Point" approach which focuses on Economic Vitality, Design, Promotion, and Organization. The Executive Director will champion this approach in the downtown Opelika historic and business districts through promoting small business, coordinating events, and facilitating grants and other resources.

### Job duties include but are not limited to the following:

- Act as the primary representative of Opelika Main Street to our membership, community, and constituencies at the local, state, and national level.
- Manage all administrative aspects of the Opelika Main Street program along with assistance from the Board of Directors, including purchasing, record keeping, budget development, accounting, and reporting as required by the state Main Street programs and the National Main Street Center.
- Coordinate the activity of the Main Street program committees (Design, Economic Vitality, Programs, and Membership).
- Lead the membership and fund raising efforts of the Opelika Main Street program.
- Develop, in conjunction with the Board of Directors, downtown economic development strategies focused on historic preservation.
- Develop and conduct on-going public awareness and education programs designed to enhance appreciation of the downtown's assets and the Main Street organization.
- Assist individual tenants or property owners with physical improvement projects through personal consultation or by facilitating use of grant funding.
- Advise downtown merchants and help coordinate joint promotional events designed to both increase commerce and establish the downtown area as a destination for shopping, dining, and entertainment.
- Foster relationships with merchants and property owners and establish a vision for economic development with the full use of the building inventory, incorporating the goals of design and historic preservation.
- Develop strong and productive relationships with appropriate public agencies at the local and state levels.
- Develop and maintain data systems to track and forecast the progress of the Opelika Main Street programs, membership, and events.

### Resource Management Responsibilities

The Executive Director supervises any necessary temporary or permanent employees and volunteers as well as professional consultants. He/she participates in personnel and project evaluations, maintains local Main Street program records and reports, establishes technical resource files and libraries, and prepares regular reports for the Opelika Main Street Board of Directors, state Main Street program and the National Main Street Center. The director monitors the annual program budget and maintains financial records in collaboration with the Main Street board of directors.

### Oversight

The Executive Director reports to the President of the Board and the Board of Directors.



### **Minimum Qualifications**

- Bachelor's degree from an accredited institution in a relevant field of study + Two (2) years of relevant experience with a focus on public relations and general office operations\*
- Excellent written and verbal communication skills
- Working knowledge of Microsoft Office, primarily Word and Excel
- Working knowledge of social media platforms and marketing strategies
- Valid driver's license or the ability to obtain one prior to beginning employment
- Ability to lift 30 pounds (i.e., folding chairs and tables, tailgate tents, etc.)

\*In lieu of a bachelor's degree, five (5) years' experience in marketing, event planning, or administration may be accepted.

### **Desired Qualifications to Include**

- 5+ Years of large event planning and budgeting, fundraising, commercial district management, economics, finance, public relations, municipal planning, business administration, public administration, retail, volunteer or non-profit administration, architecture, historic preservation, and/or small business development
- Skilled public speaker and storyteller
- Advanced knowledge of Microsoft Office
- Experience in managing mailing lists and regular communications
- Grant and proposal writing experience
- Ability to create marketing, promotional, and instructional pieces for print, social media, and web use.

### **Conflicts of Interest, Public Perception, and Confidentiality**

The Executive Director is the primary public representative of Opelika Main Street. Through serving our members and coordinating with our various constituencies, the Executive Director will have advanced knowledge of upcoming events, businesses/properties going up for sale, non-public insight into local businesses, etc. Employment shall be contingent on the candidate agreeing to the following:

- The Executive Director may not engage in any business activity outside of their stated Opelika Main Street duties without the express approval of the Opelika Main Street Board of Directors.
- The Executive Director is prohibited from using their position, influence, or Opelika Main Street resources for personal financial gain. This includes an exchange of any gifts, goods, or services.
- The Executive Director is expressly prohibited from disclosing any non-public or confidential information learned because of their position or duties.
- The Executive Director shall maintain an awareness of the public perception of the organization and the impact their actions have on it.

### **Time Commitment, Travel, and Compensation**

This is a full-time, salaried position involving work in and out of the office. It is the expectation that the Executive Director maintain consistent office hours during the work week when not attending offsite meetings, training, or event related activities. Given that this position requires occasional night and weekend meeting or events, corresponding time off will be allotted. Salary commensurate with experience and qualifications. Other benefits include health insurance, cellphone stipend, paid time off, and paid job training.