



Work Objectives

Leeds Main Street is seeking applicants for the role of Executive Director. This position leads the day-to-day downtown revitalization efforts using the nationally recognized Main Street Four-Point Approach. Ideal candidates should have education and/or experience in areas such as historic preservation, planning, economic development, marketing, nonprofit leadership, volunteer coordination, small business support, or community development.

The Executive Director must be highly motivated, organized, creative, and able to work independently as well as collaboratively with diverse partners. Strong written and verbal communication skills are essential. This individual will serve as the primary on-site staff member responsible for managing programs, guiding volunteers, coordinating revitalization initiatives, and representing Leeds regionally and nationally. In addition, the executive director should help guide the organization as its objectives evolve.

Compensation is \$45,000-\$55,000, depending on experience.

Interested applicants should submit a resume, letter of interest, and three references by November 30 to Leeds Main Street, 1408 9th Street, Leeds, AL 35094. Or applications may be emailed to hiring@leedsmainstreet.com.

Full Range of Duties to be Performed

(1) Support Committees & Volunteers

- Coordinate and support Leeds Main Street committees — Economic Vitality, Promotion, Design, and Organization
- Maintain strong communication across all volunteers and board leadership
- Assist with projects and events outlined in the organization's annual work plan
- Attend meetings and events, including evenings and weekends as needed

(2) Administration, Management & Reporting

- Manage office operations including purchasing, budgeting, financial documentation, and reporting in partnership with the Treasurer
- Supervise staff and/or contracted service providers
- Maintain required data utilizing Main Street Alabama systems such as Maestro (economic tracking, property data, photos, project documentation)
- Submit reports required by Main Street Alabama and Main Street America
- Track progress toward accreditation standards

(3) Fund Development & Membership Growth

- Lead fundraising initiatives, sponsorship development, and membership programs to ensure strong financial sustainability
- Draft annual work plan and program budget with the Board of Directors

(4) Economic Development & Partnerships

- Build strong relationships with downtown businesses, property owners, investors, civic partners, and community groups
- Foster strategies that drive business retention/expansion, new business recruitment, and historic preservation
- Coordinate an annual meeting of stakeholders
- Work closely with entities including: City of Leeds representatives, Jefferson County partners, Leeds Area Chamber of Commerce, Main Street Alabama, tourism agencies, business owners, developers, volunteers, and the general public

(5) Community Engagement & Public Awareness

- Elevate appreciation of downtown Leeds through strong storytelling, education, and advocacy
- Represent Leeds Main Street through speaking engagements, interviews, and community events

(6) Downtown Merchant & Business Support

- Encourage coordinated business activities (events, hours, marketing, recruitment, etc.)
- Provide tools, resources, referrals, and guidance for entrepreneurs
- Promote cooperative relationships between public and private stakeholders

(7) Marketing & Promotions

- Ensure high-quality promotion of downtown through branding, events, digital communications, and press relations
- Oversee social media presence, website updates, newsletters, press releases, and other public-facing messaging
- Strengthen relationships with media outlets

(8) Advocacy & Representation

- Represent the organization in local, regional, and statewide conversations
- Participate in Main Street Alabama training, director calls, and conference events

(9) Staff & Consultant Oversight

- Recruit, supervise, and evaluate employees, interns, and consultants when applicable
- Support Board leadership in performance reviews or project assessments