



## **Work Objectives**

Main Street Wetumpka is accepting applications for the position of executive director. The director will be responsible for coordinating downtown revitalization activities utilizing the Main Street approach. Applicants should have education and/or experience in one or more of the following areas: historic preservation, planning, economic development, retailing, marketing, design, volunteer management, nonprofit management and small business development. The director must be entrepreneurial, energetic, well organized, capable of functioning in an independent environment and able to work well with others. Excellent verbal and written communication skills are essential. The executive director is the principal on-site staff person responsible for coordinating all program activities and volunteers, as well as representing the community regionally and nationally, as appropriate. In addition, the executive director should help guide the organization as its objectives evolve.

The salary range is \$50,000-\$55,000, depending on experience. Incentive package also offered. Bachelor's degree required.

Submit resume, letter of interest and three references by May 20 to Main Street Wetumpka, ATTN: Belyn Richardson, 114 Company Street, Wetumpka, AL 36092. Or applications may be emailed to [info@mainstreetwetumpka.org](mailto:info@mainstreetwetumpka.org).

## **Full Range of Duties to be Performed**

The executive director should carry out the following tasks:

- (1) Coordinate the activity of the Main Street program committees (promotion, organization, design and economic vitality), ensuring that communication among committees is well established; assist committee chairs and volunteers with implementation of work plan items. This includes fundraising activities overseen by the organization committee, primarily consisting of the board of directors. Attendance at predetermined meetings and/or functions after hours may also be expected.
- (2) Manage all administrative aspects of the Main Street program, including purchasing, record keeping, budget development, accounting (with assistance of the organization's treasurer), assisting with the preparation of reports to funding agencies, and supervising employees or consultants.

Utilizing the Main Street Alabama program format, develop and maintain data systems to track the progress of the local Main Street Wetumpka program via Maestro. These systems should include economic monitoring, individual building files, photographic documentation of physical changes, and statistics on job creation and business retention. Further instruction will be given by Main Street Alabama director training.

The executive director maintains local Main Street Alabama program records and reports, establishes technical resource files and libraries, and prepares regular reports for the state Main Street Alabama program and the National Main Street Center. The executive director monitors the annual program budget and maintains financial records.

(3) Develop and coordinate all aspects of developing the annual budget, including fundraising and membership growth to provide adequate resources for sustaining Main Street Wetumpka.

(4) Develop, in conjunction with the Main Street Wetumpka board of directors, downtown economic development strategies that are based on historic preservation and utilize the community's human and economic resources. Become familiar with all persons and groups directly and indirectly involved in the downtown. Mindful of the roles of various downtown interest groups, assist Main Street Wetumpka's board of directors and committees in developing an annual action plan for implementing a downtown revitalization program focused on the Four-Point Approach (including promotion, economic vitality, design and organization).

a. In addition, the executive director will organize an annual meeting for the organization in September of each year.

b. Continue relationships with stakeholders, including but not limited to the following: Main Street Wetumpka Board of Directors; membership; governmental agencies (i.e., city representatives, county representatives, state representatives, Alabama Tourism Department, Main Street Alabama, National Main Street Center, Downtown Redevelopment Authority, etc.); Wetumpka Area Chamber of Commerce; tourism-related businesses, volunteers and committee members; downtown businesses; visitors; and public-at-large.

(5) Develop and conduct on-going public awareness and education programs designed to enhance appreciation of the downtown's assets and to foster an understanding of Main Street Wetumpka's goals and objectives. Use speaking engagements, media interviews, and personal appearances to keep the program in the public eye.

(6) Assess the management capacity of major downtown organizations and encourage improvements in the downtown community's ability to carry out joint activities, such as promotional events, advertising, appropriate store hours, special events, business assistance, business recruitment, parking management, and so on. Provide advice and information on successful downtown management. Encourage a cooperative climate among downtown interests and local public officials.

(7) Work closely with local media to ensure maximum coverage of promotional activities; encourage design excellence in all aspects of promotion in order to advance an image of quality for the downtown. Help build strong and productive relationships with appropriate public agencies at the local and state levels. Positive publicity will likely also include website updates, monthly

e-blasts, press releases and/or social media implementation.

(8) Represent the community to important constituencies at the local, state, and national levels. Speak effectively on the program's directions and work, mindful of the need to improve state and national economic development policies as they relate to commercial districts.

All representation at Main Street Alabama events and meetings is the responsibility of the executive director, and may also include invitations to promote Main Street's mission through other venues including, but not limited to, monthly director calls, quarterly training and the annual Main Street Alabama conference.

(9) The executive director supervises any necessary temporary or permanent employees, as well as professional consultants. S/he participates in personnel and project evaluations, if requested.