

## Downtown Russellville Director Job Description

**Job Title:** Downtown Russellville Director

### **Purpose Statement:**

The Director will be responsible for coordinating activities within downtown Russellville that utilizes historic preservation as an integral foundation for downtown economic development. He/she is responsible for the development, conduct, execution and documentation of the Main Street as the program builds the organizational capacity of the program while also introducing Main Street projects and activities to the district.

**Reports to:** Downtown Russellville Board of Directors

### **Priorities/Responsibilities:**

#### Project Management, Strategy and Marketing

1. Monitor progress of activities as they relate to chosen projects, communicate deadlines and be proactive to predict potential barriers to project completion.
2. Survey the big picture of projects and events to understand interdependencies between tasks and associated deadlines.
3. Continually develop and brainstorm, in partnership with the Board, ways to implement a clear and compelling strategy for the Main Street Four Point Approach™.
4. Manage marketing strategy (i.e., create and implement a marketing plan that lists the desired presence around Downtown using story video, social media, website, direct emails to current and prospective businesses and individuals, etc.)
5. Implement creative fund raising with existing/future donors for Downtown Russellville.
6. Identify and establish partnerships with stakeholders in the community.

#### Event Execution, Environment and Community Connection

1. Partner with the Board and Committees/Volunteers regarding event logistics.
2. Build effective and efficient systems that help streamline the event process.
3. Assist, coach and share best practices among committees and volunteers including delegation of tasks.
4. Coordinate marketing and promotion development with vendors.

#### Metrics and Surveys

1. Execute & optimize event surveys/other metrics for collection of data to assess success of projects and activities.
2. Analyze survey results for trends and suggest future changes based on feedback. Implementation of future changes through delegation of work with volunteers/Board.
3. Collect and report economic impact of the district.

#### Administration

1. Maintain data monitoring & reporting system.

2. Make monthly reports to the Board.
3. Monitor email and Social Media accounts.

**Work Schedule:**

Part Time with the potential of becoming full time in the near future. Occasional weeknights and/or weekends for trainings and events. Light travel.

**Preferences:**

Proficient or teachable in Word, Excel, etc. or other project management software

- Excellent written and verbal communication skills
- Bilingual in English and Spanish, preferred not required
- Sensitive to Design and preservation issues
- Entrepreneurial, energetic, imaginative, well organized, and capable of functioning in an independent environment.