**Job Title:** Main Street Alabama Executive Director for Small Town in Alabama

**Purpose Statement:**

The Director will be responsible for advancing the strategy of Main Street Alabama, including organizing events, managing all tasks and committees related to projects and local Board initiatives.

**Reports to:** Board of Directors

**Priorities/Responsibilities:**

**Project Management, Strategy, and Marketing (40%)**

1. Monitor the progress of activities related to chosen projects, communicate deadlines, and proactively identify potential barriers to project completion.

2. Evaluate the broader picture of projects and events to understand interdependencies between tasks and associated deadlines.

3. Collaborate with the Board to develop and execute a clear and compelling strategy for the Main Street Alabama four-point approach.

4. Manage the marketing strategy, including creating and implementing a marketing plan to enhance Downtown's visibility using story videos, social media, the website, direct emails to current and prospective businesses and individuals, etc.

5. Innovate fundraising strategies to achieve self-sufficiency through creative engagement with existing and potential donors.

6. Identify all sources of investment into Downtown through the \*City\* Main Street program. Establish and maintain cooperative relationships with other economic development entities in the area.

**Event Execution, Environment, and Community Connection (35%)**

1. Collaborate with the Board and Committees/Volunteers on event logistics.

2. Establish efficient systems to streamline the event process.

3. Coach and share best practices among committees and volunteers, including effective task delegation.

4. Coordinate marketing and promotion development with vendors.

**Main Street Alabama Metrics and Surveys (15%)**

1. Execute and optimize event surveys and other metrics for data collection.

2. Analyze survey results for trends and suggest future changes based on feedback. Implement future changes through delegation of work to volunteers and the Board.

**Main Street Alabama Administration (10%)**

1. Establish a data monitoring and reporting system.

2. Assist in periodic reporting for the Board.

3. Monitor email requests and Social Media accounts.

**Work Schedule:**

- Full Time/Highly autonomous

- Occasional weeknights and/or weekends for trainings and events.

- Light travel.

**Preferences:**

- Proficient or trainable in Word, Excel, and other project management software.

- Excellent written and verbal communication skills.

- Bilingual in English and Spanish, preferred but not required.

- Sensitivity to design and preservation issues.

- Entrepreneurial, energetic, imaginative, well-organized, and capable of functioning independently.