

Talladega Main Street Program Executive Director Job Description

Work Objectives

The Talladega Main Street Program (hereinafter, "TMSP") Executive Director coordinates activities within a downtown or commercial district revitalization program 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 TMSP. 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 will help guide the organization as its objectives evolve.

Salary Range : \$45,000 - \$50,000

Full Range of Duties to be Performed

The Executive Director should carry out the following tasks:

- Coordinate the activity of the TMSP committees, ensuring that communication among committees is well established; assist committee volunteers with implementation of work plan items.
- Manage all administrative aspects of the TMSP, including purchasing, record keeping, budget development, accounting, preparing all reports required by Main Street Alabama and by the National Main Street Center, assisting with the preparation of reports to funding agencies, and supervising employees or consultants.
- Develop, in conjunction with the TMSP's 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 (examples include, without limitation, the Historic Ritz Theatre, Talladega College, Alabama Institute for the Deaf and Blind, Shocco Springs Baptist Conference Center, CMP Talladega Marksmanship Park, Top Trails, Talladega Motor Speedway, Hall of Heroes, Greater Talladega Area and Lincoln Chamber of Commerce, etc.). Mindful of the roles of various downtown interest groups, work with the TMSP's Board of Directors and committees to develop an annual action plan for implementing a downtown revitalization program focused on four areas: design/historic preservation; promotion and marketing; organization/management; and economic restructuring/development.
- 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 the TMSP's goals and objectives. Use speaking engagements, media interviews, and personal appearances to keep the program in the public eye.
- Assist individual tenants or property owners with physical improvement projects through personal consultation or by obtaining and supervising professional design consultants; assist in locating appropriate contractors and materials; when possible, participate in construction supervision; provide advice and guidance on necessary financial mechanisms for physical improvements.

- 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.
- Advise downtown merchants' organizations and/or chamber of commerce retail committees on TMSP activities and goals; help coordinate joint promotional events, such as festivals (e.g., Christmas on the Square) or business promotions, to improve the quality and success of events and attract people to downtown; 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.
- Utilizing the Main Street program format, develop and maintain data systems to track the progress of the TMSP. These systems should include economic monitoring, individual building files, photographic documentation of physical changes, and statistics on job creation and business retention.
- Represent the community to important constituencies at the local, state, and national levels. Speak effectively on the TMSP's directions and work, mindful of the need to improve state and national economic development policies as they relate to commercial districts.

Resource Management Responsibilities

The Executive Director supervises any necessary temporary or permanent employees, as well as professional consultants. He/she participates in personnel and project evaluations. The Executive Director maintains TMSP records and reports, establishes technical resource files and libraries, and prepares regular reports for Main Street Alabama and the National Main Street Center. The Executive Director monitors the annual program budget and maintains financial records.

Job Knowledge and Skills Required

Education and/or experience in one or more of the following areas: commercial district management, economics, finance, public relations, planning, business administration, public administration, retailing, volunteer or non-profit administration, architecture, historic preservation, and/or small business development. The Executive Director must be sensitive to design and preservation issues and must understand the issues confronting downtown businesspeople, property owners, public agencies, and community organizations. The director must be entrepreneurial, energetic, imaginative, well-organized and capable of functioning effectively in an independent environment. Excellent written and verbal communication skills are essential. Supervisory skills are desirable.

Send resumes or questions to mainstreet@talladega.com by **January 16, 2023**.