

Executive Director – Calera Main Street

Position Overview

Calera Main Street is seeking a dynamic, organized, and community-minded **Executive Director** to lead the continued revitalization and economic growth of Downtown Calera.

The Executive Director oversees the implementation of the Main Street Four-Point Approach®, managing day-to-day operations, coordinating volunteers and committees, fostering public-private partnerships, and promoting Calera’s historic downtown as a vibrant place to live, work, and visit.

Key Responsibilities

Program Leadership

- Coordinate all Main Street program activities and committees to ensure strong communication and collaboration.
- Guide the Board of Directors in setting goals, developing work plans, and implementing projects in design/preservation, promotion, organization, and economic vitality.
- Represent Calera Main Street at the local, regional, and state levels.

Administration & Finance

- Oversee budgeting, purchasing, recordkeeping, and financial reporting.
- Prepare and submit required reports to Main Street Alabama, the National Main Street Center, and grant funders.
- Supervise any staff, consultants, or contractors engaged in program work.

Economic Development

- Develop and implement strategies to strengthen downtown’s economic base through business recruitment, retention, and support.
- Build relationships with business and property owners, and assist with façade improvements, grants, and other revitalization projects.
- Maintain data on downtown trends, including business openings, job creation, and property improvements.

Community Engagement & Promotion

- Plan and promote events and marketing initiatives that attract residents and visitors to Downtown Calera.
- Build strong partnerships with local media, civic organizations, and public agencies.
- Serve as the primary spokesperson for Calera Main Street through speaking engagements, media interviews, and community outreach.

Design & Historic Preservation

- Provide guidance to property and business owners on building improvements that align with preservation standards and design excellence.
- Support downtown beautification and infrastructure projects that enhance the district's appearance and accessibility.

Qualifications

- Bachelor's degree or equivalent experience in **economic development, business administration, communications, planning, historic preservation, or nonprofit management** preferred.
- Strong leadership, organizational, and project-management skills.
- Excellent written and verbal communication abilities.
- Proven ability to build partnerships, manage volunteers, and balance multiple priorities.
- Entrepreneurial, energetic, and passionate about community revitalization and historic preservation.

Compensation

Competitive salary commensurate with experience.

How to Apply

Submit a cover letter and résumé to **Calera Main Street Board of Directors** at jackie@downtowncalera.org. Applications will be reviewed on a rolling basis until the position is filled.