

MAIN STREET DIRECTOR/ DOWNTOWN DEVELOPMENT AUTHORITY DIRECTOR

Summary:

This position is responsible for assisting the City Manager in expanding community development activities and is responsible for the management of the city's Main Street Program and serving as a liaison to the Downtown Development Authority.

Major Duties:

- The Community Coordinator is responsible for facilitating, promoting and ensuring community activity planning and development and negotiating and monitoring community initiatives in order to secure and monitor opportunities for community development.
 - Secures grant funding for a variety of programs and initiatives and manages funds according to grant requirements.
 - Research and provide recommendations on Community Development opportunities.
 - Raise public awareness on issues relevant to the community
- The Main Street Director coordinates activity within a downtown revitalization program which utilizes historic preservation as an integral foundation for downtown economic development.
 - Coordinate activity of Main Street Program committees, ensuring that communication between committees is well established; assist committees with development and implementation of work plan items.
 - Prepare all reports required by the coordinating Main Street Program and other key funders and administrators.
 - Develop and conduct ongoing public awareness programs designed to enhance appreciation of the downtown businesses, to foster an understanding of the Main Street program's goals and objectives, and to keep the program highly visible in the community.
- The Downtown Development Authority Director works with the Downtown Development Authority and other authorities to attract new development to the city and downtown area.
 - Acts as expert staff for the DDA Board by assisting in the preparation of developmental plans and the scope and timing of specific projects pertaining to downtown revitalization.
 - Provides day to day oversight of projects in progress, acting as the DDA's representative. Reviews and authorizes invoices, maintains all financial and project data, ensures timeline and task execution of all projects.
 - Acts as downtown/district advocate. Creates and maintains a cooperative working relationship with existing and new business owners/operators, residents and local agencies. Maintains and disseminates information pertaining to the

district as a whole, specific projects, existing amenities, tax and financial inquiries, etc.

Complexity/Scope of Work

- This position consists of varied program management duties. The variety of tasks to be managed, contributes to the complexity of the position. The main purpose of this position is to manage the city's Main Street program and to serve as liaison between the City and the Downtown Development Authority.

Required Knowledge, Skills, Abilities and Minimum Qualifications:

The requirements listed below are representative of the knowledge, skills, abilities and minimum qualifications necessary to perform the essential functions of the position.

- **Knowledge, Skills and Abilities**
 - Skill in the use of computer systems and all Microsoft applications (especially Word, Excel and Publisher) and Adobe Acrobat.
 - Knowledge of budgeting and financial management.
 - Individual should be self-motivated and organized.
 - Practical experience in managing an organization, including marketing, recruitment, retention, planning, design, etc.
 - Strong verbal and written communication skills.
 - Strong technical writing skills are required for grant writing.
 - Superior verbal and written communication skills.
 - Knowledge of effective marketing, public relations and social media strategies.
 - Ability to establish and maintain cooperative working relationships with City officials, employees, business owners, residents, boards, commissions and the general public.

Education

Graduation from a four-year college or university with major coursework in business, marketing, public administration, planning or a field related to downtown development or an equivalent combination of education and experience sufficient to successfully perform the essential duties of the job as listed above.

Apply at City of Pelham, 108 Hand Ave. W, Pelham, GA. 31779 or email resume, cover letter and three business references by January 1, 2023 to cdrake@citypelhamga.com.

The City of Pelham is an Equal Opportunity Employer and Drug Free Workplace.