



## **Ashland Downtown, Inc. Main Street Manager Job Description**

### **Position Description**

The Downtown Main Street Manager position is responsible for assisting downtown revitalization and business development efforts in the Ashland Central Business District using the National Main Street Four Point Approach, Organization, Design, Promotions and Economic Restructuring, as its fundamental organizational framework. The Main Street Manager reports directly to the Board of Directors of Ashland Downtown, Inc., and requires multidimensional skills and experience. This person is responsible for coordinating all aspects of the commercial revitalization strategy, with considerable independent judgment and initiative while under the guidance of the Board of Directors of Ashland Downtown, Inc.

### **Duties to be Performed**

- Central coordinator of the Main Street program's activities
- Oversees daily operations, providing the hands-on involvement critical to a successful program.
- Provides a communication link between committees, ensuring that activities in all four points of the Main Street approach are synchronized.
- Coordinates a wide range of projects, from supervising promotional activities to assembling market information.
- Full-time advocate for the downtown.
- Authority on information, resources and programs related to the revitalization effort.
- Familiarizing public officials, retailers, community groups, the general public and others with the nature and orientation of this effort.
- Interpreting previous studies and reports which analyze the community and the central business district resources to refine the strategy for achieving revitalization goals.
- Working cooperatively with the local community to develop and implement a local action plan and timetable which includes public and private activities, and events in conjunction with the Promotions Committee and regional revitalization program.
- Implementing local objectives through the development of revitalization tools, such as rehabilitation programs; existing state and federal funding sources and grant opportunities, administrative procedures; political mechanisms; and legal processes, as appropriate.
- Assisting individual merchants and property owners with design and construction of physical restoration projects in conjunction with the design committee.
- Development, monitoring, and assessing economic strategies to increase retailing in the downtown, attracting new users into existing facilities and expanding market opportunities in conjunction with the economic restructuring committee.
- Preparing and maintaining a continuing record of the project. (This includes posting of private funds expended by participants of design challenge grants).

- Acting as a data and information source for central business district interests as well as for others in the community.
- Developing and maintaining contracts with media sources to disseminate project information to the community, to include the Upper Schuylkill office and Upper Schuylkill website.
- Recruiting, directing and rewarding volunteers in conjunction with the organization committee.
- Attendance at regional and State required trainings and meetings.

### **Positions Qualifications**

The Main Street manager should have a college education and/or significant experience in more than one of the following: grant writing, historic preservation, planning, economic development, retailing, marketing, architectural design, volunteer management, nonprofit management, fundraising, small business development, plus proven administrative and leadership skills.

The Manager must be able to work well with people. The Manager must understand the issues involved in commercial revitalization as well as non-profit administration, public relations, and fundraising. He/she should have an appreciation of the customs, traditions and attributes of life in communities of varying size and political complexity. The Manager must be able to articulate local project goals in a group setting and on a one-to-one basis, and must possess excellent writing ability, verbal and computer skills particularly with MS Word, MS Excel, MS Power Point and MS Publisher.

The Manager must be an energetic, self-motivated, imaginative and accomplished organizer, capable of functioning effectively in an independent situation, while maintaining a sense of the overall goals of the commercial revitalization program.