

# **Casa Grande Main Street Program**

## **Main Street Executive Director**

### **Job Description**

#### **Work Objective**

The Executive Director will promote downtown activities, educate businesses, serve as a listener, collaborator, clearinghouse, visionary, facilitator, and coordinator based on the National Main Street Four-Point Approach (organization, promotion, design, and economic restructuring). The Executive Director will encourage public awareness of the program activities and act as a liaison to all communities and partner organizations the director will serve as a full-time advocate for the downtown as an authority and single source of information, resources and activities related to the revitalization initiative.

He/she is responsible for the development, conduct, execution and documentation for the Main Street program in Casa Grande. The Executive Director is the principal on-site staff person responsible for coordinating all project activities locally as well as representing the community regionally and nationally as appropriate.

#### **Job Responsibilities**

- Coordinates the activities of the Main Street program committees.
- Manages all administrative aspects of the program, including developing and maintaining an appropriate data system for record keeping, developing and monitoring budgets, accounting, purchasing, preparing reports, documenting all physical changes, retaining information on job creation and business retention, and all other office activities.
- Supervises support staff, consultants, as interns, and volunteers.
- Develop strategies for downtown economic developments and historic preservation based on the Four-Point Approach of the National Main Street program.
- Develops and conducts public awareness and education programs.
- Provides advice and guidance to individual tenants or property owners regarding physical improvements in business enhancements.
- Provides advice and information, assesses and encourages joint involvement in the downtown community's promotional events, advertising, uniform store hours, special events, business recruitment, parking management, etc.
- Advises and assists in efforts to attract people and businesses downtown.
- Helps build strong, productive working relationships with appropriate public agencies at the local and state levels.
- Coordinates and recruits in active volunteer force.
- Participate in appropriate community organizations.
- Writes grants and assist in fund raising operational funding.

- Utilizing Main Street project format, develop and maintain data systems to track the progress and process of these projects. These include the economic monitoring system, individual building files, a thorough photographic documentation of all changes in information on job creation and business retention.
- Represent the community on prominent conference programs at the state and national level.

### **Job Requirements**

- Excellent oral and written to location skills.
- Dynamic self-starter.
- Marketing or advertising skills.
- Knowledge of downtown public and private issues.
- Good organizational skills.
- Economic development experience.
- Historic preservation skills.
- Experience in administrative management.
- Supervisory skills
- Strong computer skills including word processing, spreadsheets, PowerPoint, Access, and the Internet.

### **Education and Experience**

The Main Street Executive Director shall have a Bachelor's degree from an accredited four-year university plus three to five years experience in one or more of the following areas: community development, business economics, historic preservation, retailing, and public relations preferred. An equivalent combination of education and experience may be substituted.

The Executive Director must:

- Be sensitive to design and preservation issues.
- Understand the issues confronting business people, property owners, public agencies, and community organizations.
- Be entrepreneurial, energetic, imaginative, and well organized.
- Be capable all functioning effectively in a very independent setting.

### **Salary Range**

\$35,000-\$45,000, depending on experience and performance.