



## Main Street Manager

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### **DEFINITION**

Under general direction, perform a wide variety of administrative, analytical, and coordination support duties for the Main Street revitalization program; oversee and coordinate Main Street programs, processes, and procedures; and provide highly responsible and complex staff assistance to community committees and volunteers.

### **SUPERVISION RECEIVED**

Reports to the Director of Community Development.

### **SUPERVISION EXERCISED**

May exercise direct supervision over volunteers, consultants, and administrative support staff.

### **EXAMPLES OF IMPORTANT AND ESSENTIAL DUTIES**

Coordinate the activities of the Main Street program including committee communications and annual work plan development and implementation.

Manage the administrative aspects of the Main Street program including purchasing, recordkeeping, budget monitoring, bookkeeping, and report preparation.

Devise, develop, and analyze data and make recommendations regarding Main Street improvements, and develop and implement Main Street policies and procedures in conjunction with the Main Street Board.

Prepare downtown economic strategies that are based on the nationally successful Main Street approach.

Prepare and administer Main Street budgets; provide fiscal forecasting; maintain and monitor appropriate budgeting and expenditure controls.

Develop, design, and implement Main Street marketing, promotion, and economic development plans and programs. Conduct ongoing public awareness and education activities to enhance appreciation of the downtown's assets and foster Main Street program goals and objectives.

Conduct surveys and perform research and statistical analyses regarding Main Street programs.

Serve as Main Street liaison with public and private organizations, community groups, committees, and other State and national organizations; provide information and assistance regarding Main Street programs and services; receive and respond to complaints and questions relating to Main Street; review problems and recommend corrective actions.

### **EXAMPLES OF IMPORTANT AND ESSENTIAL DUTIES**

Attend local, state, and national meetings as a representative for the Main Street program.

Assist individual tenants and property owners with physical improvement projects through personal consulting, referrals, and obtaining and supervising professional design consultants; assist in locating appropriate contractors and materials; participate in construction supervision; provide professional advice and guidance regarding financial options for physical improvements.

Encourage joint downtown activities including promotional events, advertising, special events, festivals, business assistance, business recruitment, parking management, and store hours.

Develop and foster productive relationships among local, state, and national agencies and the business community regarding Main Street revitalization.

Coordinate and participate in the preparation and review of bids; prepare quotations for and procure major items; assist in contract negotiations; monitor compliance with applicable contractual agreements; and manage projects.

Research, write, and administer grants including project management and reporting.

### **OTHER JOB RELATED DUTIES**

Perform related duties and responsibilities as assigned.

### **ESSENTIAL JOB RELATED QUALIFICATIONS**

#### **Knowledge of:**

Principles and practices of urban planning and development.

Principles and practices related to Main Street programs such as the National Main Street Program's four point approach to downtown revitalization.

Principles and practices of historic preservation programs.

General principles and practices of budget development, preparation, and expenditure control.

Organizational and management practices as applied to the analysis, evaluation, development, and implementation of programs, policies, and procedures.

Pertinent federal, state, and local laws, codes, and regulations.

Principles of supervision.

Research and reporting methods, techniques, and procedures.

Modern office practices, methods, and computer equipment and software including data bases.

Principles and procedures of financial, statistical, and administrative recordkeeping.

Safe driving principles and practices.

**Skill to:**

Operate modern office equipment including computer equipment and software.

Operate a motor vehicle safely.

**Ability to:**

Analyze problems, identify alternative solutions, project consequences of proposed actions, and implement recommendations in support of Main Street revitalization goals.

Research, analyze, and evaluate programs, policies, and procedures.

Measure fiscal impact of proposed projects and events.

Develop and prepare an assigned budget and control expenditures.

Prepare clear and concise correspondence and reports on a variety of financial, budgetary, and administrative issues.

Independently perform the full range of responsible and difficult analytical and administrative work involving the use of independent judgment and personal initiative.

Effectively administer a variety of Main Street programs, functions, and administrative activities.

Conduct research on a wide variety of Main Street topics including grant funding and service contract feasibility.

Interpret and apply administrative and City policies and procedures.

Communicate clearly and concisely, both orally and in writing.

Establish, maintain, and foster positive and harmonious working relationships with those contacted in the course of work.

Exercise good judgment, flexibility, creativity, and sensitivity to changing situations and needs.

**MINIMUM QUALIFICATIONS**

**Experience:**

Two years of responsible experience managing programs and working with groups and the public including one year of familiarity with a Main Street program. Seven years of increasingly responsible administrative experience.

**Training:**

Bachelor's degree supplemented by specialized training and coursework in finance, public relations, management, business administration, public administration, historic preservation, or related field is desired. In the absence of a degree, equivalent training and coursework is required.

**License or Certificate:**

Possession of, or ability to obtain, an appropriate, valid driver's license.

**SPECIAL REQUIREMENTS**

*Essential duties require the following physical skills and work environment:*

Ability to work in a standard office environment including ability to sit, stand, walk, kneel, crouch, stoop, squat, twist, and lift 20 lbs.; ability to travel to different sites and locations.

Effective date: January 16, 2007

Revised: February 2009