

# Job Description for Executive Director for Pine Bluff Downtown Development, Inc.

## Position Overview

The Main Street Executive Director will supervise, direct and administer the day to day business and management of Pine Bluff Downtown Development, Inc. This includes the implementation of policies and procedures, program development, financial management, marketing, and downtown business/property owner and community relations.

The Executive Director coordinates activities, within the downtown revitalization program, that utilize the Main Street Four Point Approach as an integral foundation for downtown economic development. The Executive Director is responsible for the development, conduct, execution and documentation of the Main Street program. The Executive Director is the principal on-site staff person responsible for coordinating all program activities and volunteers, as well as representing the community locally, regionally and nationally as appropriate. In addition, the Executive Director should provide guidance as the organization's objectives evolve.

The Executive Director acts as the Managing Officer of Pine Bluff Downtown Development, Inc. subject to the direction of its Board of Directors.

## Essential Job Functions

Essential duties and functions, pursuant to the Americans with Disabilities Act, may include the following. Other related duties may be assigned.

1. Provide leadership in the implementation of the Main Street Four Point approach to Downtown Revitalization and coordination of Pine Bluff Downtown Development, Inc.
2. Coordinate the activities of the Main Street program's committees, ensuring that communication among committees and volunteers are well established; assist committee volunteers with implementation of work plan items. Oversee the coordination of Board and committee agendas, meetings, minutes and correspondence.
3. Facilitate consistent, informative communication and effective outreach to the

Board of Directors, City of Pine Bluff's committees, volunteers, property and business owners, government agencies and other partners. Create awareness and build consensus for the organization's programs and services.

4. Manage all administrative aspects of the Main Street program, including purchasing, record keeping, budget development, accounting, 501 (c) (3) compliance, grant writing, grant administration, assisting with fundraising efforts, strategic planning, preparing all reports required by the state Main Street program, the City of Pine Bluff, and by the National Main Street Center. Assist with the preparation of reports to funding agencies, and supervising employees, interns or consultants.
5. Have knowledge of existing local, state and federal funding opportunities, such as grants, loans and tax incentives.
6. Develop, in conjunction with the Board of Directors, downtown economic revitalization strategies and utilize the community's human and economic resources. Become familiar with all persons and groups directly and indirectly involved in the downtown. Be mindful of the roles of various downtown interest groups, assist the Board of Directors and committees in developing an annual action plan for implementing a downtown revitalization program focused on four areas: design/historic preservation; promotion and marketing; organization/management; and economic vitality/business development. Develop programs to recruit and retain downtown merchant membership.
7. Develop and conduct on-going public awareness and education programs designed to enhance appreciation of the downtown's unique character and assets. Use speaking engagements, social media and media interviews to keep the program in the public eye.
8. Develop and maintain a database system to track the progress of the revitalization effort including documentation of job creation, business recruitment and retention, vacancy rate, reinvestment statistics, economic monitoring, individual building files, and photographic documentation of physical changes.
9. Assess the management capacity of Pine Bluff's downtown district and encourage improvements in the downtown community's ability to carry out joint activities such as cooperative advertising, marketing, appropriate store hours, special events, business assistance, business recruitment, and parking management.
10. Coordinate joint promotional events, such as festivals or business promotions, to improve the quality and success of events and attract people to downtown; work closely with local media to ensure maximum coverage of all downtown activities;

encourage design excellence in all aspects of promotion in order to advance an image of quality for the downtown.

11. Help build strong, collaborative, and productive relationships with staff and appropriate public agencies at the local and state levels.
12. Represent the organization to important constituencies at the local, state, and national levels. Attend State and National Conferences as required for State and National accreditation.
13. May be required to attend a variety of meetings and committees in addition to the Pine Bluff Downtown Development's Board of Director's meetings, including City governing bodies and Community focused organizations.

### Knowledge. Skills and Abilities

Must possess required knowledge, skills, abilities and experience and be able to explain and demonstrate that the essential functions of the job can be performed.

- Ability to read, analyze, and interpret common professional journals, financial reports and legal documents.
- Ability to respond to inquiries or complaints from citizens, regulatory agencies, city officials, and members of the business community.
- Thorough knowledge of principles and procedures of federal and state grant administration and management and of grant sources and related requirements.
- Strong writing skills, as it relates to grants, monthly reports, press releases, etc. Must possess strong organizational skills and be able to function effectively in an independent environment.
- Must possess effective interpersonal skills, including conflict resolution skills. • Ability to work with a wide variety of internal and external customers, citizens and officials.
- Display a high degree of sound business judgment and ethical conduct.
- Ability to maintain harmonious and effective working relationships with other employees, peers, and other departments.
- Strong computer experience using Microsoft's Word, Excel, Power-point and Publisher. The ideal candidate will have experience with website/social media management.



## Additional Information Needed for the Resume on the Applicants

### **Education and Experience**

Bachelor's degree from four- year college or university preferred. Preference is for the degree to be in the area of business, public relations, planning, marketing or related field. Three (3) to four (4) years' experience in one of the following areas: public relations, planning, public administration, fundraising, marketing, community organizing, nonprofit administration and/or small business development.

### **Required Licenses or Certificates**

Must possess valid Arkansas driver's license.

### **Physical Demands and Working Conditions**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Physical requirements include occasional lifting/carrying of 10+ pounds; visual acuity, speech and hearing; hand and eye coordination and manual dexterity necessary to operate a computer keyboard and basic office equipment.

Subject to sitting, standing, reaching, walking, twisting and kneeling to perform the essential functions. Working conditions are both indoors and outdoors with both evening and weekend work required on occasion.

### **Compensation & Benefits**

The initial range of compensation is between \$50,000 and \$55,000, commensurate with experience and/or educational background. Medical, dental, and retirement benefits are provided.