

Upper Georgia Avenue Main Street

Executive Director Job Description

Position Overview

The Executive Director coordinates activities within the Department of Small and Local Business Development (DSLBD) Program that stimulates the economic revitalization of declining commercial districts through application of the Main Street Approach®. This program will develop programs and services to: (1) assist business districts with the retention, expansion and attraction of neighborhood-serving retail stores; and (2) unify and strengthen the commercial corridor. The Executive Director works with the board of directors, committees and volunteers in the development, execution and documentation of the Upper Georgia Avenue 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 regionally and nationally as appropriate. The Executive Director should help guide the organization as its objectives evolve.

Essential Duties

The duties listed below are illustrative of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

Assist the Board in Developing Main Street Economic Development Strategies

- Full-time advocate for the commercial district;
- Authority on information, resources and programs related to the revitalization efforts;
- Works well with the Board;
- Supports the goals put forth by the Board;
- Demonstrate an entrepreneurial spirit;
- Develop funding sources for expansion and development of the Upper Georgia Avenue Main Street Program in cooperation with other organizations, agencies, and government entities.

Coordinate the Activity of the Upper Georgia Avenue Main Street Program Board and Committees

- Expand, recruit, and develop board and volunteer capacity;
- Ensure committee activity is moving smoothly;
- Motivate volunteers;
- Assist in the development of an ongoing volunteer appreciation process.

Develop and Maintain Good Working Relationships With All Persons and Groups Directly and Indirectly Involved in the Main Street Program

- Advise neighborhood groups, civic associations, other community-based organizations on Main Street program activities and goals;
- Help coordinate and implement joint promotional events;
- Assist in directing efforts at business recruitment, retention and expansion;
- Communicate easily and effectively with many types of people;
- Assess the management capacity of major community-based organizations and encourage improvements in the community's ability to carry out joint activities.

Manage Administrative Aspects of the Upper Georgia Avenue Main Street Program.

- Produce necessary reports, summaries, and research as assigned by the Board;
- Coordinates with the City in the duties assigned to the maintenance person serving the Upper Georgia Avenue corridor;
- Preparation of board and committee meeting packets;
- Preparing grant and progress reports required by the DSLBD, National Main Street Center, local government and other foundations
- Be well organized;
- Be a self-starter, capable of working independently;
- Identify and secure grant, corporate and individual funding opportunities.

Assist the Board in Developing and Conducting On-Going Public Awareness and Education Programs.

- Produce effective press releases and maintain good relationships with the media;
- Develop speaking engagements, media interviews and personal appearances to keep the program in the public eye.

Assist Individual Tenants and Property Owners with Technical Assistance and Physical Improvements Projects.

- Provide regular, targeted technical support to existing businesses on Upper Georgia Avenue including assessing and upgrading business systems, marketing, regulatory compliance, etc.
- Utilize personal consultation or obtain and supervise professional design consultants;
- Assist in locating appropriate contractors and materials;
- Provide advice and guidance on necessary financial mechanisms for physical improvements including the administration of the Main Street Program façade improvements and grant programs;
- Demonstrate a good sense of design and awareness of historic preservation.

Help Build Strong and Productive Relationships with Appropriate Government Agencies.

- Provide regular updates to the DSLBD program coordinators
- Engage and coordinate with DC government agencies that provide services relevant, including but not limited to Metropolitan Police Department, Department of Public Works, Department of Consumer and Regulatory Affairs, WMATA and Department of Transportation.

Develop and Maintain Data Systems

- Track the process of the Main Street Program;

- Monitor economic development in the Main Street area;
- Maintain individual building files, including photographic documentation of physical changes, and statistics on job creation and business retention.

Develop and Maintain Effective Communication Systems

- Maintain the Main Street website;
- Coordinate the use of social media in order to communicate and promote the Main Street Program.
- Develop and maintain a good working relationship with the print and radio media;
- Demonstrate skills in one-on-one communication;
- Represent the community to important constituencies;
- Speak effectively on the program's directions and work.

Continue to Learn and Grow

- Participate in local, State and National professional development opportunities, including annual mandatory Main Streets conference

All of the above duties and responsibilities are judged to be "*essential functions*" in terms of the Americans with Disabilities Act (ADA).

Essential Knowledge, Skills, Abilities and Minimum Qualifications

- Experience and familiarity with DC's local business community required; understanding of the Upper Georgia Avenue or nearby economic corridors preferred
- Minimum education and experience attainment includes a Bachelor's degree
- 3-5 years experience in a responsible position involving similar job duties;
- Be sensitive to design and preservation issues and must understand the issues confronting local business people, property owners, public agencies and community organizations;
- Knowledge of basic business management procedures and practices to effectively understand the financial operations within budget and policy guidelines;
- Experience with non-profit fundraising, including corporate membership campaigns, sponsor solicitations, institutional supporters and individual donors;
- Skill in the use of Microsoft Office software for word processing, spreadsheet, database, PowerPoint for report and presentation purposes and in the use of web page software. The Executive Director should have working knowledge of the use of social media applications such as e-mail, listserves, Facebook, Twitter, LinkedIn, blogs and others.
- Skill in developing and using effective public relations and community promotion techniques;
- Skill in communication both orally and in writing with the ability to provide concise and articulate reports and presentations to a variety of audiences;
- Skill in building and maintaining effective working relationships with public officials, business owners, landlords, various professionals, community groups and the general public along with the ability to influence others to work cooperatively for larger goals and the common good;
- Ability to effectively meet all deadlines.

Physical Demands and Work Environment

The physical demands and work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. The working hours of this position are non-traditional with the expectation of participating in the evening and on the weekends when activities and meetings are scheduled.

While performing the duties of this job, the employee is regularly required to communicate with others in person and on the telephone. The employee is frequently required to create and review computer documents and sit for long periods of time at a computer. Employee may be required to travel to other locations, drive a car, and to stand; walk; use hands to finger, handle or feel and reach with hands and arms. The employee is occasionally required to stoop, kneel, crouch or crawl and taste or smell. The employee must occasionally lift and/or move items of light to moderate weight.

While performing duties of this job, the employee usually works in a business office setting. There are occasional times the employee will be required to work outside during any season of the year. The noise level in the work environment is usually low, but dependent on location, it can range from moderate to high.

Selection Guidelines

Formal application; rating of education and experience; oral interviews; and reference and background checks.

The Upper Georgia Avenue Main Street Program does not discriminate on the basis of race, color, national origin, gender, sexual preference, religion, age or disability in employment or the provision of services.

This job description does not constitute an employment agreement between the employer and employee and is subject to change by the Upper Georgia Avenue Main Street Program as the needs of the employer and requirements of the job change.

Please submit your resume and cover letter to Carla Trussell at CarlaT@nonprofitadvancement.org.