



City District Executive Director:

The [City District Main Street](#) Executive Director is responsible for the development, execution, implementation and documentation of activities and initiatives of City District (CD), a non-profit organization. The CD is part of [Orlando Main Streets](#), a Main Street America program. The Executive Director reports directly to the Board of Directors and works in a collaborative manner to determine the overall development objectives, action plans, and strategic direction of the organization in the best interest of Downtown Orlando and its member stakeholders. The Executive Director will act as a liaison to the City of Orlando, dues-paying members, and other CD stakeholders. The Executive Director will work consistently and enthusiastically to promote development, unification and growth through various marketing and event initiatives. The Executive Director will cultivate relationships with downtown businesses, property owners and the broader business community to identify and secure grant-funding, sponsorships, and memberships. The Executive Director will act as CD's primary point of contact for all business, organizational partnerships, and relationships. The Executive Director will also be expected to perform all administrative functions associated with Main Street activities.

Essential Job Functions:

- Serve as grassroots organizer to address key issues facing the City District Main Street such as advocating for parking incentives, event permit improvements, clean-up, lighting, façade and art grants, development projects, street closures, etc.
- Develop and maintain budget as a whole and individual project budgets. Coordinate with bookkeeper, treasurer and/or board president to provide updates for the Orlando Main Street quarterly reports and to the CD board as needed.
- Recruit and retain members both in and around the City District
- Plan and execute block parties, large-scale events, and small programming activations to continually enhance the guest experience in Downtown Orlando. The Executive Director is responsible for making sure events are financially profitable and that they align with City District's mission and vision
- Assume overall responsibility for all aspects of CD events. Executive Director is also responsible for managing contractors hired to carry-out event specific responsibilities
- Oversee ongoing 18A event permit documents in collaboration with the City of Orlando
- Manage all social media accounts including the CD Facebook, Instagram, Twitter and

LinkedIn accounts

- Manage the City District website content
- Promote the CD as a viable venue option
- Host quarterly clean-ups, property owner meetings, and downtown-specific business education meetings as needed
- Recruit third party, quality, event programming to the City District and oversees those event logistics and communication efforts
- Facilitate holiday programming and décor in partnership with district property owners and City of Orlando
- Actively work to recognize and capitalize on opportunities to create new revenue sources
- Strategically identify and lead effort to leverage additional revenue via large corporate donors
- Provide monthly Executive Director updates at CD board meetings.
- Oversee CD project-based committees; participate regularly in committee planning and meetings
- Create and maintain a cooperative working relationship with existing and new business owners/operators, residents, and local agencies.
- Maintain and disseminate information pertaining to the district, specific projects, and event logistics.
- Foster and maintain positive, collaborative working relationships with City of Orlando staff including but not limited to: the Orlando Main Streets Administrator/Coordinator, Downtown Development Board, planning department, traffic, parking and engineering, code enforcement officials and Orlando Police Department
- Possess an in-depth understanding of CRAs and the Main Street 4 Point Approach, ability to accurately articulate the role it plays in fostering downtown development
- Foster and maintain positive, collaborative working relationships with dues-paying members
- Actively work to capitalize on the tourism within the greater Orlando area, creating opportunities for convention attendees to make City District one of their desired destinations

- Provide excellent customer service and communication to all CD members and stakeholders. Must be able to work with all personality types, and must excel at conflict resolution, consensus finding and problem solving
- Must be a self-starter with a proven ability to multi-task and oversee multiple projects at a time. Must prove to have strong listening skills
- Must excel in research and implementation of new ideas; creating an understanding and buy-in among stakeholders and other impacted parties

Qualifications:

Bachelor's Degree in Communications, Marketing, Community Development, Community Relations, or similar area of expertise is required. Must have at least two years of experience working in stakeholder relations and membership recruitment, and three years of experience in event planning/hosting.

Downtown revitalization experience and previous experience working with or for a municipality or CRA board preferred.

Benefits Package:

Competitive salary range: \$55,000 – \$65,000 annually depending on qualifications and experience. Opportunities for additional \$10,000+ annually through bonus incentives. Competitive health insurance package. Dental and vision not included. Two weeks paid vacation and paid attendance to National Main Street Conference provided annually.

Apply To Be City District Main Street Executive Director:

Submit resume and brief cover letter to board@citydistrictorlando.com by 5 p.m., Monday, April 25, 2022. **Title email First Name, Last Name: City District Executive Director.**