



# NEW PORT RICHEY MAIN STREET

## Program Director Job Description

The Program Director of New Port Richey Main Street, Inc. is the principal staff person of the organization and is responsible for the coordination of all New Port Richey Main Street, Inc. activities whether they be event-related, Board related, or representing New Port Richey Main Street, Inc. regionally and nationally as appropriate.

### Job Knowledge and Skills Required:

The Program Director should have appropriate education, knowledge, and experience in as many of the following areas as possible: public administration, event planning, historic preservation, economics, finance, grant writing, public relations, design, journalism, business administration, retailing, volunteer or nonprofit administration, and/or small business development. A bachelor's degree in any of the above or a minimum of two years of experience with a non-profit program is desired, but not required.

The Program Director must understand the issues confronting downtown business people, property owners, public agencies, and community organizations. The Program Director should be entrepreneurial, energetic, creative, well-organized, and capable of functioning effectively in a very independent situation.

### Job Description:

### Work Objectives:

- Directs and coordinates activity within the downtown district program governed by the New Port Richey Main Street, Inc. Board of Directors.
- Responsible for the planning; development; execution and documentation of a downtown development program focused on the New Port Richey downtown area.

- The principal on-site staff person is responsible for coordinating all program activities locally as well as representing the downtown regionally and nationally as appropriate.

#### Full Range of Duties:

- Coordinate activity of downtown development-related committees and volunteers, ensuring that communication between committees is well-established; assist committees with the implementation of work plan items.
- Manage all administrative aspects of the downtown development program including purchasing; record keeping; grant administration; budget development and accounting, and preparing all required reports.
- Understand the four-point approach to the National Main Street Center.
- Maintain regular and consistent office hours.
- Assist with the preparation of reports to funding agencies and supervising volunteers and part-time consultants.
- Become familiar with all persons and groups directly or indirectly involved in the downtown commercial district. Be mindful of the roles of various downtown interest groups.
- Develop and conduct the ongoing public awareness and education program designed to enhance appreciation of the downtown architecture and other assets. Foster an understanding of the downtown development program's goals and objectives through speaking engagements, media interviews, and appearances, while keeping the downtown highly visible in the community.
- Partner with major downtown organizations and encourage improvements in the downtown community's ability to undertake joint activities such as promotional events, advertising, uniform store hours, special events, business recruitment, parking management, and so on. Provide advice and information on successful downtown management. Facilitate cooperative and positive relationships among downtown interests and city elected officials.
- Advise downtown merchant organizations on downtown program activities and goals and assist in the coordination of joint promotional events, such as seasonal festivals or cooperative retail promotional events, in order to improve the quality and success of events to attract people downtown; work closely with local media to ensure maximum event coverage; encourage design excellence in all aspects of promotion in order to advance an image of quality for the downtown.
- Help build strong and productive working relationships with appropriate public agencies at the local and state levels.

- Monitor the program's success by overseeing the Economic Restructuring committee's development and maintenance of data systems to track and assess the progress of the downtown development program.
- Represent the City/Board/Program at the local, state, and national levels to important constituencies. Speak effectively on the program's directions and findings, always mindful of the need to improve state and national economic development policies as they relate to smaller communities.
- When necessary attend local, state, and national events or conferences related to the position or New Port Richey Main Street, Inc. Mission to gain a deeper understanding.
- Other duties as required.

#### Resource Management Responsibilities:

- Supervise any necessary temporary or permanent employees, as well as professional consultants.

Oversee any grant administration or special funding tools received by the Board but not managed directly by the City.

