

**EDGE BUSINESS DISTRICT ASSOCIATION  
EXECUTIVE DIRECTOR  
JOB DESCRIPTION**

**Position:** Executive Director  
**Immediate Supervisor:** Board President  
**Reports to:** Board President and Executive Committee  
**Basic Functions:**

Reporting to the Board of Directors, the Executive Director (ED) has overall strategic and operational responsibility for the EDGE Business District Association's staff, programs, expansion, and execution of its mission. S/he is familiar with the Main Street Four Point Approach, general knowledge of economic development principles, development of core programs, operations, development/redevelopment plans and business plans.

The Executive Director coordinates the activities within the district revitalization program that utilizes volunteer participation and historic preservation as integral foundations for the area's economic development.

The Executive Director is the principal on-site staff person responsible for coordinating all EBDA project and volunteer activities locally as well as for representing the community regionally and nationally as appropriate. In addition, the Executive Director should help guide the EDGE Business District as it grows and as its objectives evolve.

**Job Description:**

The Executive Director will coordinate all activities required by the City of St. Petersburg's Contract Agreement to operate following the basic principles of the Main Street program (the "Program"). Ongoing duties, supervised by the Board's President and Executive Committee, to include but are not limited to:

- Overseeing day-to-day operation of the organization;
- Managing all administrative systems of the Program;
- Developing and maintaining sound financial practices;
- Conduct official correspondence of the organization, and jointly, with designated officers, execute legal documents;
- Preparing reports required by the City of St. Petersburg;
- Maintaining information systems to support the organization's Board and Committees;
- Serving on the Board of Directors in ex officio status, with no voting authority;
- Recommending yearly budget for Board approval and prudently manages organization's resources within those budget guidelines according to current laws and regulations;
- Facilitates EBDA outreach with other community organizations, and develops an annual report for the City Council of St. Petersburg to provide updates on the EBDA's projects and district work;
- Promoting, in connection with applicable Program Committees, efforts of the EDGE Business District Association, Inc. and its Committees through the EBDA website, newsletters and social media;
- Overseeing fundraising planning and implementation, including identifying resource requirements, researching funding sources, establishing strategies to approach funders, submitting proposals and administering fundraising records and documentation;
- Conducting ongoing awareness campaigns to keep the EDGE Business District Association in the public eye.

The Executive Director will support the standing committees, as well as any ad hoc committees as follows:

- Assisting committee chairs in filling positions of the committee.
- Advising committees on developing annual action plans.
- Assisting the committees with scheduling committee meetings and communicating that schedule to the public.

In addition to and without limiting the foregoing, the Executive Director will:

- Attend meetings and seminars budgeted by the Board of Directors.
- Act as district revitalization information source for the organization's members and the program area business and property owners.
- Maintain the focus of the organization on the Four-Point Main Street Approach, with an emphasis on organization, design, promotion and economic restructuring, to ensure the long term success of the program.
- Build productive relationships with other private organizations and public agencies and represent the EDGE Business District Association in these relationships.