

MAIN STREET DEFUNIAK SPRINGS EXECUTIVE DIRECTOR RESPONSIBILITIES

JOB DESCRIPTION

Work Objectives

He/she 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 project activities locally, as well as for representing Main Street DeFuniak Springs regionally and nationally as appropriate. In addition, the Executive Director should help guide the organization as it grows and its objectives evolve.

Core Values of Main Street DeFuniak Springs:

- Promotes the Main Street Defuniak Springs District as the center of the community and hub of economic activity by planning events that highlight the District's unique characteristics and create a positive image of the District.
- Supports the District's design and beautification by enhancing the physical and visual assets that set the area apart.
- Focuses on capital, incentives and other economic and financial tools to assist new and existing businesses, catalyze property development and create a supportive environment for entrepreneurs and innovators. Develop, in conjunction with the Main Street program's Board of Directors, downtown economic development strategies that are based on historic preservation and utilize the community's resources.
- Serve as the key organizer to address issues facing the District such as advocating for building redevelopment, business recruitment, business permit processes, clean-up programs, lighting improvements, facade and art grants, development projects, street closures and special events.

Administrative Duties:

- Assist the Main Street program's Board of Directors and Committees in developing an annual action plan for implementing a downtown revitalization program focused on the four-point approach: Organization, Promotion, Design and Economic Vitality.
- Plan and execute District special events and small programming activations to continually enhance the guest experience in the District (Small Business Saturday, Farmer's Market, etc.). The Director is responsible for making sure events align with the District's mission and vision.
- Executive Director is responsible for managing contractors hired to carry out event specific responsibilities in accordance to the Main Street DeFuniak Springs purchasing policy.
- Administers grants and actively works to recognize and capitalize on opportunities to create new revenue sources (fundraising and grant procurement). Strategically identifies and leads the effort to leverage additional revenue via events and large corporate donors.

- Manages administrative aspects of Main Street DeFuniak Springs, including purchasing, record keeping, budget development and accounting, preparing all reports required by National and State Main Streets, as well as County and City administrations. Assisting with preparation of reports to funding agencies and supervising any subordinates or consultants.
- Provides monthly Executive Director updates at Main Street DeFuniak Springs board meetings.
- Oversees Main Street DeFuniak Springs committees. Manage recruitment, recognition and retention of volunteers (including members of Main Street DeFuniak Springs committees) and work effectively with others in downtown related projects.
- Director should have an in-depth understanding of CRA's and be able to accurately articulate the role it plays in fostering downtown redevelopment and growth.
- Must be a self-starter with a proven ability to multi-task and oversee multiple projects at a time.
- Must excel in research and implementation of new ideas, creating an understanding and buy-in among stakeholders and other impacted parties.
- Utilize the Main Street program format, develop and maintain data systems to track the process and progress of the local Main Street program. These systems should include economic monitoring, individual building files, thorough photographic documentation of all physical changes and information on job creation and business retention.
- Maintains and disseminates information pertaining to the District as a whole, specific projects and events. Manage and maintain all social media accounts including the District Facebook, Instagram and Twitter accounts as well as the District's website content.
- Develop and conduct on-going public awareness and education programs designed to enhance appreciation of the downtown's architecture and other assets and to foster an understanding of the Main Street program's goals and objectives. Utilize press releases, speaking engagements, media interviews and personal appearances to increase awareness of Main Street DeFuniak Springs.
- Perform other related duties and responsibilities, as assigned from time-to-time, by the Board.

Interpersonal Objectives:

- Creates and maintains a cooperative working relationship with existing and new business owners/operators, residents and locals.
- Fosters and maintains positive, collaborative working relationships with Walton County and City of DeFuniak Springs staff. Regularly attends City Council meetings and Board of County Commission meetings (as needed).

- Provides excellent customer service and communication to all District members and stakeholders. Must be able to work with all personality types and must excel at conflict resolution and problem solving.

Resource Management Responsibilities:

- The Executive Director is responsible for maintaining annual accreditation with Florida Main Street. He/she supervises any necessary, temporary or permanent employees, as well as professional consultants. He/she participates in personnel and project evaluations. The Director maintains local Main Street program records and reports. Establishes technical resource files and libraries and prepares regular reports for State and National Main Street programs. The Director monitors the annual project budget and maintains financial records.