

Historic Willamette Main Street

Main Street Manager Job Description

The Historic Willamette Main Street Organization is seeking an organized, dynamic, energetic commercial district revitalization professional to lead the Willamette Main Street Program. This individual is responsible for the coordination and oversight of the Main Street program within the target area. This part time position includes managing the organization's development, and overseeing the program's economic development, promotions, and design projects.

Responsibilities include but not limited to...

- **Represent and market the program at the local, state and national levels.** Represent and promote the program with volunteers, the public, funding partners, city, state and federal officials and the business owners, landlords and residents of the target area.
- **In tandem with the Board of Directors, assist, develop and implement the program mission, vision, goals, objectives, and strategies via an annual work plan based on the National Trust Main Street program methodology.**
- **Manage volunteers and coordinate activities of four Main Street Committees.** Assist each committee in development and implementation of its work plan. Participate in committee meetings and serve as the liaison between committees, the Board of Directors, the business district stakeholders, and media outlets, ensuring that all actions and goals are coordinated.
- **Develop Resources:** Work with the Board of Directors to research and develop fundraising activities for the program including identifying private (foundations, corporations, local businesses, individuals, etc.) and public (city, state, national) funding sources, programs, and potential partners. Lead the program in the grant-writing process.
- **Develop and conduct on-going public awareness and education programs** designed to enhance appreciation of the area's assets and to foster an understanding of the Main Street programs goals and objectives. Uses speaking engagements, media interviews, and personal appearances to promote public acceptance and appreciation.
- **Foster relationships with business owners through "on the street" time** getting to know the business climate and environment as well as addressing individual needs and concerns by directing them to appropriate available resources.
- **Act as a liaison between business owners and existing business resources to address obstacles to, and opportunities for business success.** Issues to be addressed will include small business loans, transportation and parking, building improvements, licensing and inspections, etc. and would include resources such as local lending agencies, Chamber of Commerce, City of West Linn, etc.
- **Educate property and business owners about the importance of good design** and merchandising. Involves working with the city planning department and professional consultants to guide in appropriate design and implementation of improvement projects consistent with the comprehensive goals of Historic Willamette Main Street. Assist in developing a façade improvement program and other economic development projects.

- **Coordinate and enhance events, promotions, and advertising strategies** with existing business district organizations, the City, community groups, etc., to maximize the community image and retail opportunities.
- **Oversee West Linn Farmer's Market management. Hire and supervise the market manager, review vendor applications, respond to vendor concerns and schedules, coordinate financials with the treasurer, assist in marketing efforts along with the market manager.**
- **Attend monthly board meeting and provide summary of current activities.**
- **Conduct other duties and tasks as defined by the Board of Directors in the future.**

Qualifications:

- o Minimum 4 years education or work experience in one or more of the following areas - business, finance, urban affairs/public policy, community development, historic preservation, and/or a related field. Background in Main Street, retail or working with retailers preferred.
- o Ability to delegate responsibilities effectively and motivate volunteers is essential.
- o Excellent public speaking, interpersonal, time management, organizational, consensus-building and media relations skills.
- o Strong written and oral communication skills.
- o Experience in grant-writing process preferred.
- o Strong computer skills using Microsoft's Office Suite (Word, Excel, Access and PowerPoint).
- o Availability to work nights & weekends, as required.
- o Ability to operate standard office equipment, operate an automobile, visit businesses and offices and lift or move up to 30 lb.

Please submit resume and cover letter no later than November 15th, 2017 to

historicwillamette@gmail.com

Historic Willamette Main Street: 503-750-0297

Thank you for your interest.