**La Grande Main Street Downtown**

**Mission:** To create an inviting, sustainable downtown rooted in La Grande’s history and culture, providing a vital center for commercial and community activities.

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#  Executive Director

Job Description

**PROGRAM OVERVIEW:**

The Executive Director is responsible for planning, organizing, and directing the daily activities and operations of the La Grande Main Street Downtown (LGMSD) organization. The Executive Director will work with the LGMSD Board of Directors, Program Partners, and Volunteer Committees to create a welcoming and economically diverse downtown rooted in La Grande’s history and culture, while using The Main Street Four-Point Approach.®

The Four-Point Approach is a comprehensive means to rebuild a healthy downtown by addressing the economic challenges facing downtown, beautifying and restoring the historic heart of the community, and promoting the downtown with fun events and quality marketing.

The position reports directly to the Board of Directors with limited supervision.

**MAJOR DUTIES AND RESPONSIBILITIES:**

The duties listed below are examples of the various type of work that may be performed by an individual serving as the Executive Director:

* Serve as the primary point of contact for the organization.
* Manage and disseminate inbound and outbound communication for the organization.
* Assist the Board of Directors and each of the four standing Main Street Committees in developing both short and long-term work plans and/or projects.
* Assist in implementation of work plan items that includes, but is not limited to:
	+ Managing and tracking data related to the organization’s efforts, including membership, contact lists, building inventories, economic investment, downtown vacancies, jobs creation or retention, photo documentation, etc.
	+ Encouraging appropriate visual improvements (utilizing historic preservation as a basis) to district business/property owners;
	+ Developing and implementing marketing strategies designed to recruit new businesses, retain existing business, and assist expanding businesses.
	+ Developing, planning, and staging marketing and promotional activities and events.
	+ Recruiting and training volunteers.
	+ Maintaining and developing public and private relationships
	+ Fundraising, event planning, and grant writing.
* Establishes strong working relationships with stakeholder groups at the community, state and national levels.
* Support the City of La Grande’s Economic Development Director in carrying out elements of the Urban Renewal Plan related to downtown revitalization.
* Provide face-to-face communication with downtown stakeholders, including business and property owners.
* Create and maintain a working database of downtown business and property inventory.
* Maintain the website and social media.

**QUALIFICATIONS:**

* Bachelor degree is preferred, though experience in program development and fundraising may be considered in lieu of a degree.
* Experience in one or more of the following areas: The Main Street Four-Point Approach®, business/economic development, city/urban planning, marketing, historic preservation, community organizing, fundraising and/or volunteer management
* Experience in business retention, recruitment, and creation, real estate development, and marketing/public relations.
* Successful history of interaction with both the private and public sectors.
* Strategic thinker, problem solver and community collaboration builder.
* Excellent communication skills, well-organized, results-driven.
* Demonstrated experience in non-profit fundraising via grant writing and resource development.
* Strong competency in use of Microsoft Office, Facebook, Website Design and Management, related to, but not limited to, communication and marketing.
* Ability to work independently and successfully with a volunteer Board of Directors and to accommodate a demanding yet flexible schedule including some evenings and weekends.
* Experience managing and understanding financial complexities of multiple projects and budgets.
* Experience fostering and maintaining strong relationships with civic leaders and a variety of community stakeholders.
* Exhibits good listening skills and can articulate and communicate a vision while inspiring others to embrace and achieve La Grande Main Street Downtown’s goals.
* Self-motivated and action-oriented.
* Flexible, creative and entrepreneurial with enthusiasm and energy.
* Possess or ability to obtain a valid Oregon driver’s license.

**AREAS OF MAJOR TIME COMMITMENT**

* Implement LGMSD Work Plan (Project Management).
* Assist with the implementation of the City of La Grande Urban Renewal Plan.
* Conduct business development meetings with downtown stakeholders.
* Meetings with LGMSD Volunteer Committees.
* Organizational Development.

## WORK ENVIRONMENT AND PHYSICAL DEMANDS

The work environment and working conditions described are representative of those that are typical of the job and must be agreeable to an employee for him or her to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

A significant portion of the job requires an “on the street” presence downtown, with the executive director calling on businesses, property owners and other stakeholders.

Some of this job is performed at downtown events including supervision of event setup, operation, and clean up.

Occasional travel includes local, regional and national meetings.

This position may regularly require evening and weekend work.

The employee must occasionally lift and/or move up to 25 pounds, and infrequently lift and/or move up to 60 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

Manual dexterity and coordination are required to perform the work. This is used while operating equipment such as computer keyboards and telephones.

**SALARY AND BENEFITS**

The Executive Director’s position is a 40hr/wk. position with a salary range of $32,000-38,000, annually, depending on experience and qualifications. A two week paid vacation or a predetermined number of paid personal days will be offered in lieu of sick days/vacation days, as specified in the offer of employment. Benefits are negotiable.