

### OVERVIEW:

Saco Main Street is a 501(c)3 non-profit organization that was founded in 2002. Since that time the organization has worked to spearhead revitalization of the downtown area. Saco Main Street is one of ten certified Main Street programs in Maine and is aligned with the Maine Downtown Center's Main Street Program, the National Main Street Center, and the National Trust for Historic Preservation.

The Executive Director is responsible for leading and coordinating programs, projects, and initiatives to revitalize historic downtown Saco, Maine in accordance with goals of the Board of Directors. Reporting to and in partnership with the Saco Main Street Board of Directors and the Executive Leadership Committee, the Executive Director oversees the operation of the organization and manages its strategies to achieve Saco Main Street's (SMS) goals and mission representing the Saco community locally, regionally, and nationally. The director must be entrepreneurial, energetic, imaginative, well organized, and capable of functioning effectively in an independent environment. Supervisory skills are required.

### POSITION:

- The Executive Director is considered an "at will" employee hired by and directly accountable to the Saco Main Street Board of Directors through its elected Board President.
- The Executive Director is a fulltime salaried employee of Saco Main Street. Compensation, benefits, and policies are as outlined in the Employment Agreement.
- The Executive Director is to be evaluated annually by the Saco Main Street Executive Leadership Committee headed by the Board President.
- This position requires frequent local travel, and occasional out of state travel.

### RESPONSIBILITIES:

Specific areas of responsibility are listed in their order of priority of focus for the Executive Director. They include, but are not limited to, the following:

#### ADMINISTRATION AND MANAGEMENT:

- Responsible for the administration, general responsibilities, and day-to-day activities of the SMS office, the Program Coordinator, and staff activities.
- Responsible for managing all Saco Main Street staff, including overseeing the Saco Scoop Managers.
- Works in support of the SMS Board of Directors to oversee, coordinate and direct all fundraising efforts for Saco Main Street. (i.e., grant funding, The Saco Scoop revenue, event revenue and more).
- Initiates and executes grant-writing opportunities with the support of the SMS Board.
- Direct and oversee grant requests, funding, and implementation, as well as completing reporting requirements for special projects that promote downtown revitalization.
- Oversees all event planning, staffing, and event committees. Communicates with event partners and City of Saco staff to coordinate all aspects of events and operations.
- Drafts, recommends, and monitors an annual SMS budget and other budgets, as well as ensuring, in conjunction with the SMS Treasurer, an effective audit trail.
- Ensures event budgets are met and tracked.
- Helps to manage and organize volunteers for monthly projects, seasonal duties, and events.
- Assist the Board of Directors and standing committees in developing and implementing annual work plans.
- Attend meetings of the Board of Directors and as needed, the Executive Committee, Business Vitality Committee, Design Committee, as well as any additional SMS created committees.
- Attend Maine Downtown Center and National Main Street meetings and trainings, including the Annual National Main Street Conference.
- Maintain national accreditation by participating in annual assessment process, signing Letter of Agreement annually, and submitting reinvestment data to Maine Downtown Center.
- Attend any City sanctioned Board and Commission meetings that pertain to the Saco Main Street footprint and mission.
- Meet with the Board President and/or Vice-President monthly and assists them in planning the agenda for Board meetings.
- Work in collaboration with the Executive Committee to facilitate the orientation of new Board members and the hiring of all Saco Main Street staff.
- Oversees and monitors all aspects of Brand Management and Social Media protocols established by SMS.

#### COMMUNITY RELATIONS AND COMMUNICATION:

- Advocates for and promote a visionary approach to downtown vitality and Main Street values, priorities, and programs.
- Works in collaboration with the Board of Directors to develop a public awareness of and financial support for the vitality and vibrancy of downtown Saco.
- Helps to strengthen and diversify the economic base of downtown Saco.
- Speaks to groups and organizations about downtown vitality projects, promoting a positive image and community pride, and serve as spokesperson to media regarding downtown news and projects.
- Acts as a resource to individual tenants or property owners regarding physical improvements and the maintaining of historic integrity.
- Develops all SMS marketing and promotional items.
- Represents SMS and Saco to important local, state, and national constituencies.
- Encourages a cooperative relationship between public and private interests participating in the revitalization process.
- Build relationships with City of Saco departments and City Council members. Collaborate on projects, large scale events, and work together to achieve city-wide goals and efforts.

#### DOWNTOWN PRESERVATION & DEVELOPMENT:

- Develops knowledge of and appreciation for the historic character and architecture in downtown Saco.
- Works in collaboration with the City of Saco's Economic Development Department personnel and Commission, as well as the SMS Business Vitality Committee to provide support and resources to existing businesses while developing strategies to recruit new businesses.
- Works in collaboration with the SMS's Design Committee to beautify the downtown streetscape and buildings.
- Develops guidelines that shape the physical image of downtown Saco based on its unique assets and architectural heritage.
- Stays informed about current issues and trends in downtown Saco and shares information with the Board of Directors as appropriate.

#### THE SACO SCOOP:

- Oversees and supports day to day operations of the Saco Scoop, including but not limited to, merchandising, ordering, deposits, cleaning, inventory etc.
- Plans and oversees the venue as an event space (including the Post Office Park outdoor space). Works with staff to manage birthday party reservations and special events.
- Works with and supports the Saco Scoop manager with all hiring decisions and staff training.

- Reports to Saco Main Street Board with Saco Scoop updates.
- Oversees and assists with Saco Scoop social media pages.
- Responsible for The Saco Scoop budget and goals to ensure success.

## **QUALIFICATIONS:**

### **MINIMUM QUALIFICATIONS:**

- Possess a bachelor's degree from an accredited institution.
- Minimum of three years of management experience in a related field. Event planning, community development, or economic development and/or merchandising preferred.
- Proven track record coordinating multiple programs in a highly visible position.
- Demonstrated strong, positive interpersonal skills that encourage collaboration and partnerships, as well as skill in resolving conflicts.

### **OTHER HELPFUL QUALIFICATIONS:**

- Experience managing committees and volunteers.
- Knowledge of the City of Saco.
- Knowledge of strategies to preserve historic character and architecture in downtowns.
- Experience with and/or knowledge in any of the following areas: economic development, small business partnerships, strategic planning, collaboration with local government, volunteer, and non-profit management.
- Skills in budgeting, familiarity with Quick Books, computer and database management, and public relations.
- Excellent verbal and written skills.
- Other attributes desired in an Executive Director are the abilities to be entrepreneurial, visionary, energetic, imaginative, motivated, flexible and sense of humor.