



DOWNTOWN MEDFORD ASSOCIATION

Job Title: Executive Director

Reports to: Board of Directors via Board President with limited supervision

Hours: Full-time, exempt position with occasional weekend and evening hours.

Posted: November 15, 2024, Closing: December 20, 2024

Summary

The Executive Director is responsible for the development, conduct, execution and documentation of the Downtown Medford Association (DMA) program. The Executive Director is the principal person responsible for coordinating all program activities locally as well as representing the community regionally and nationally as appropriate. The Executive Director coordinates activity within a Main Street revitalization program using historic preservation as an integral foundation for economic development.

Essential Job Functions

- Assess the management capacity of major stakeholder organizations and encourage improvements in the community's ability to carry out joint activities such as promotion events, advertising, appropriate store hours, special events, business assistance, business recruitment, and so on.
- Offer valuable insights and guidance on effective management strategies for commercial districts. Promote a spirit of collaboration among various commercial district stakeholders and local government officials to achieve shared goals and foster a thriving community.
- Help build strong and productive relationships with appropriate public agencies at the local and state levels.
- Represent the community to important constituencies at the local, state, and national levels. Speak effectively on the program's directions and work, mindful of the need to improve state and national economic development policies as they relate to commercial districts.
- Develop, in conjunction with the DMA board of directors, strategies for economic development through historic preservation utilizing the community's human and economic resources. Become familiar with all persons and groups directly or indirectly involved in the neighborhood commercial district. Is mindful of the roles of various interest groups.
- Assist the program's board of directors and committees in developing an annual action plan focused on areas including: design, promotion, organization, equity and inclusion, and economic restructuring.
- Collaborate with the DMA Board of Directors to develop and implement strategies for strengthening the organization's five financial pillars: city funding, assessment district (EID), 501(c)(3) status, signature events, and partnerships. This includes activities such as grant writing and event coordination.
- Sustain ongoing program funding by securing the renewal of the Downtown EID (if applicable), obtaining city funding, garnering programmatic support from partners, generating income from signature events, and engaging in continuous grant writing efforts.
- Utilize the Main Street® format, maintain data systems to track the process and progress of the local program, including economic monitoring, information on job creation and business retention, and photographic documentation of physical changes to individual buildings.
- Develop and conduct ongoing public awareness and education programs designed to enhance appreciation of the District's architecture, social history, and other assets and to foster an understanding of the program's goals and objectives. Keep the program highly visible in the community through speaking engagements, media interviews and public appearances.
- Ensure equity in Medford Main Street's programs and practices and prioritizes access and

participation for underserved communities.

- Manage all administrative aspects of the program, including purchasing, record keeping, budget development and accounting. Prepares all reports required by the local Main Street® Program, National Main Street Center, and funding agencies. Supervises part-time employees and consultants.
- Coordinate the activities of DMA program committees, ensuring that communication between committees is well established, and assists committees with implementation and completion of work plan items.
- Encourage a cooperative climate between District interests and local public officials.
- Act as the point person for the District on a range of issues and build relationships with property owners, business owners, elected officials, developers, professionals and downtown stakeholders.
- Advocate for the vision of a more active, vibrant and sustainable downtown as an asset to Medford and the Rogue Valley.
- Serve as liaison between the Downtown Association and the community and build relationships with all downtown business owners to create a cohesive understanding and involvement in the Downtown Association.
- Present reports to City Council and other commissions, committees, and boards as needed.
- Promote a positive organizational image and remain available to the public.

Required Skills/Abilities

The ideal candidate for this position will possess excellent communication and time-management skills, proficiency with computers, specialty programs, social media, and a pleasant manner in dealing with the public. Education or experience in business, marketing, economics, history, design, or related fields is helpful, but not required. A flexible attitude toward the scheduling and content of work is a must. Some flexibility during the work week. Hourly based on experience, no benefits are included with this position.

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| • Outstanding Communication Skills | • Database Management System |
| • Ability to Communicate Effectively with a variety of stakeholders | • Knowledgeable in Meta, Instagram, Canva, & Buffer, Zoom, MailChimp, SurveyMonkey |
| • Working Business Knowledge of Social Media, websites, and ability to troubleshoot basic IT issues. | • Google Suites & Microsoft Office |
| • Strategic thinker, problem solver and community collaboration builder. | • High level of Confidentiality Required |
| | • Self-motivated and action-oriented |
| | • Strong writing skills |

Qualifications

- Not required but preferred, at least 2 years' experience managing a Main Street America program, economic or community development initiatives, or relevant experience.
- At least 2 years proven experience in nonprofit administration.
- Familiarity with the Main Street Approach to downtown revitalization.
- Experience in one or more of the following areas: business/economic development, city/urban planning, marketing, historic preservation, community organizing, or volunteer management.
- Experience and interest in fundraising; especially working with a board of directors to develop and implement successful fundraising strategies.
- Experience fostering and maintaining strong relationships with civic leaders and a variety of community stakeholders.
- Experience managing and motivating volunteers.
- Bachelor degree is preferred, though experience in program development and fundraising may be considered in lieu of a degree.
- Sense of humor

Physical Demands

Performs sedentary work, sitting at desk for prolonged periods. Lifts 20 pounds maximum and occasionally handles office equipment and materials. Required stooping and bending when using files. Event preparation and management may require lifting, standing for long periods and walking for long distances.

Areas Of Major Time Commitment

- Work Plan Implementation (Project Management).
- Meetings with Downtown Stakeholders and the Downtown Association's Volunteer Committees.
- Management and Operations.
- Sponsorship Development.
- Outreach.
- Support for Events and Promotions.

To Apply Submit a cover letter, resume, and 2 or more references (business & personal) to: Downtown Medford Association, Inc, Hiring Committee to info@downtownmedford.org.

About Downtown Medford Association, Inc

Founded in 2018 by a dedicated coalition of business leaders and community members, the Downtown Medford Association (DMA) is committed to revitalizing Medford's downtown core. As a community-driven 501(c)(6) non-profit organization, our mission revolves around fostering a vibrant, economically thriving downtown through the power of collaboration. We are friends, colleagues, and neighbors working together to breathe new life into our city. At DMA, we believe that a strong downtown is the heart of a thriving community.

DMA is proud to be an affiliated member of Main Street America™, a prestigious national network of over 1,250 neighborhoods and communities dedicated to excellence in community revitalization. As part of this network, DMA adheres to the rigorous Standards of Performance set forth by the National Main Street Center, ensuring that our efforts are aligned with best practices in preservation-based economic development. DMA employs the Main Street America™ Four-Point Approach to drive our revitalization efforts: Design, Organization, Promotion, and Economic Vitality.

Downtown Medford Association, Inc is an equal opportunity, affirmative action employer committed to a diverse workforce. The organization strives to create an inclusive environment that welcomes and values the diversity of the people we serve. We foster fairness, equity, and inclusion to create a workplace environment where everyone is treated with respect and dignity.