

**Job Title: Main Street Coordinator**

**JOB DESCRIPTION**

**Pay Grade:** 110

**Job Code:** TBD

**FLSA Status:** Non-Exempt

**JOB SUMMARY**

This person in this position will assist in the development and implementation of a comprehensive Main Street Revitalization Plan for the Downtown District based on the Main Street Program Four-Point Approach: Organization, Promotion, Economic Restructuring and Design. Work is performed under the direct supervision of the Economic Development Manager.

**ESSENTIAL JOB FUNCTIONS**

* Plans and coordinates all Main Street events throughout the year. Tasks include: the development and marketing of calendar events, purchase of event supplies, decoration, events set up, and event take down. Document events with audio/video or pictures. Meet and coordinate with outside entities regarding events and provide oversight and guidance to volunteers during City events.
* Coordinates the marketing of the Main Street Program events. This also includes developing announcements, informational bulletins, press releases, event calendars, websites, social media and all other appropriate news media communications, the City’s electronic board, etc. Design, composes and maintains social media posts, department’s website, informational and promotional materials, flyers, electronic board, and other related communications.
* Implements marketing strategies that will encourage business development and retain existing businesses.
* Develop, in conjunction with Main Street Douglasville and the Douglasville Downtown Development Authority and other applicable external stakeholder groups, strategies for downtown development utilizing the National Main Street approach to downtown district revitalization.
* Provides clerical work in support to the Economic Development department, such as: Post‐event evaluations, printing all event materials, faxing, etc. Provides written report updates on Main Street activities, as well as current social media analytics, events, and program updates.
* Act as a liaison between business owners and existing business resources to address obstacles to, and opportunities for business success.
* 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.
* Attend training/conferences as required, including occasional travel.
* Coordinates special events and fundraisers relating to Main Street Douglasville; coordinates the development of funding sources for these events; assists with the planning and development of funding for other events as directed.
* Encourages membership, sponsorship, and fundraising related to Main Street Douglasville.
* Assist individual tenants and/or property owners with physical improvement projects; provide guidance on necessary financial mechanisms and applicable guidelines and regulations.
* Recruit and manage volunteers as needed; and
* Performs other related duties as required.

**MINIMUM EDUCATION AND EXPERIENCE REQUIREMENTS**

Requires Bachelor’s degree in Planning, Public Administration, Economic Development, Historic Preservation, Marketing, Tourism, Business Administration or related field; two (2) years of professional experience in Planning, Economic Development, Marketing, Tourism, Business Administration or related field; experience in the Main Street Program desired; or equivalent combination of education and experience.

**KNOWLEDGE, SKILLS AND ABILITIES**

* Knowledge of Federal and State Main Street Program principles and goals;
* Knowledge of general business principles;
* Exceptional organizational skills
* Ability to manage multiple projects and meet deadlines.
* Ability to delegate responsibilities.
* Ability to make executive decisions.
* Ability to work independently and as a team member.
* Ability to maintain budgets.
* Active involvement in community and civic programs and events
* Extensive knowledge of Microsoft Excel, PowerPoint, Access, and design software

**PHYSICAL DEMANDS**

The work requires the incumbent to sit at desk with intermittent standing, walking, or occasionally lifting objects.

**WORK ENVIRONMENT**

The incumbent works in a safe and secure work environment that may periodically have unpredicted requirements or demands.

*To perform this job successfully, an individual must be able to perform the essential job functions satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the primary job functions described herein. Since every duty associated with this position may not be described herein, employees may be required to perform duties not specifically spelled out in the job description, but which may be reasonably considered to be incidental in the performing of their duties just as though they were actually written out in this job description.*

By signing this document you are affirming that you have read the above job description and understand the duties and responsibilities enumerated therein.

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Printed Name

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