



MAIN STREET MANAGER

Department: Main Street

Reports To: City Manager

Status: Full-Time

Schedule: Typically, Monday–Friday, 8:00 a.m.–5:00 p.m.

Additional Schedule: Occasional evenings and weekends required for events and special programs

Position Overview: The Main Street Manager is the principal on-site staff person responsible for the development, coordination, execution, and documentation of the City of Clarkesville's Main Street program. Reporting directly to the City Manager, the Main Street Manager works in coordination with the Main Street Board of Directors to advance a vibrant, welcoming, and economically active downtown using historic preservation as an integral foundation for downtown development.

The position implements the Main Street Four-Point Approach:

- Economic Vitality
- Design
- Promotion
- Organization

With an overall focus on People, Place, and Mission; primary areas of responsibility include downtown events and activities, tourism, marketing and promotion, community engagement, volunteer programs, historic preservation, beautification, and downtown activation.

The Main Street Manager represents Clarkesville Main Street locally, regionally, and nationally as appropriate and serves as a highly visible ambassador for downtown Clarkesville.

The position works collaboratively with the Economic Development Director and Downtown Development Authority while maintaining clearly defined responsibilities. Main Street focuses primarily on people, place, tourism, events, promotion, community engagement, preservation, and beautification. Economic Development focuses primarily on investment, infrastructure, redevelopment, business recruitment and retention, and broader economic growth inclusive of all of city limits.

ESSENTIAL RESPONSIBILITIES

- **Main Street Program Administration**
 - Develop and implement the annual Main Street action plan based on the Four-Point Approach.
 - Coordinate activities directed by the Main Street Board of Directors and provide professional staff support.
 - Prepare and submit required monthly and annual Main Street reports accurately and on time to maintain state-level accreditation.
 - Maintain program records, statistics, photographs, documentation, and other accreditation materials.
 - Monitor program goals, measure outcomes, and communicate progress to the City Manager and Main Street Board.
 - Remain current on Georgia and national Main Street standards, programs, and best practices.
- **Events, Promotion & Tourism**
 - Plan, coordinate, promote, execute, and evaluate successful downtown events and activities.
 - Develop and maintain an annual downtown events and promotions calendar.
 - Coordinate event logistics, vendors, volunteers, sponsorships, entertainment, marketing, and communications.
 - Develop strategies and programs that encourage residents and visitors to spend time in downtown Clarkesville.

- Lead Main Street marketing, tourism, promotional campaigns, social media, and digital communications.
- Create professional promotional materials, press releases, advertisements, newsletters, and event materials.
- Develop and maintain strong relationships with local, regional, and state media and pursue positive media coverage.
- Coordinate with tourism organizations and community partners to promote Clarkesville as a destination.
- **Community Engagement & Downtown Relationships**
 - Serve as an accessible and visible representative of Main Street.
 - Build and maintain positive relationships with downtown businesses, property owners, residents, volunteers, civic organizations, nonprofits, and community partners.
 - Develop and manage a strong Main Street volunteer program.
 - Encourage business and community participation in downtown events, promotions, and initiatives.
 - Identify downtown concerns and opportunities and connect businesses and property owners with appropriate City resources.
 - Participate in community meetings and activities that advance the Main Street mission.
- **Historic Preservation, Design & Beautification**
 - Promote historic preservation as a foundation of downtown revitalization.
 - Maintain awareness of historic preservation, architectural, and design principles.
 - Support appropriate façade, signage, streetscape, landscaping, public art, and other beautification initiatives.
 - Work with property owners and businesses to encourage preservation and enhancement of downtown's historic character.
 - Coordinate with appropriate City departments, boards, commissions, and preservation organizations.
- **Downtown Activation & Collaboration**
 - Develop creative strategies for activating downtown during evenings, weekends, seasonal periods, and slower business periods.
 - Work with the Downtown Development Authority and other partners on appropriate downtown activation opportunities.
 - Communicate business needs involving investment, infrastructure, redevelopment, recruitment, or broader economic development to the Economic Development Director.
 - Maintain a collaborative relationship with City staff while avoiding duplication of economic development responsibilities.

RESOURCE MANAGEMENT

- Manage the annual Main Street budget in accordance with City policies.
- Assist with annual budget development and funding priorities.
- Identify sponsorship, grant, fundraising, and partnership opportunities.
- Supervise temporary, seasonal, part-time, or permanent Main Street employees as assigned.

- Coordinate and supervise Main Street volunteers.

QUALIFICATIONS

A bachelor's degree in marketing, management, business administration, finance, communications, public relations, tourism, or a related field is preferred. A minimum of two years of professional experience with a designated or certified Main Street program is highly desirable. Equivalent combinations of education, training, and relevant experience may be considered.

Experience or knowledge in areas such as historic preservation, architecture/design, marketing, public relations, journalism, social media, event planning, tourism, retailing, nonprofit or volunteer administration, community development, or small business development is highly desirable. Salary is negotiable and Clarkesville offers an excellent benefits package to include health insurance, paid time off and holidays.

KNOWLEDGE, SKILLS & ABILITIES

- Understand the opportunities and challenges facing downtown businesses, property owners, public agencies, and community organizations.
- Demonstrate sensitivity to historic preservation, design, and the character of downtown Clarkesville.
- Possess exceptional verbal and written communication skills.
- Demonstrate proven and exceptional social media and digital marketing skills.
- Be capable of creating professional marketing and promotional materials.
- Have demonstrated ability to establish and maintain effective relationships with local and regional media.
- Be energetic, approachable, creative, entrepreneurial, and community-minded.
- Be highly organized and capable of managing multiple projects and deadlines independently.
- Possess strong relationship-building, public speaking, problem-solving, and organizational skills.
- Demonstrate proficiency with standard office technology, social media platforms, digital communications, and graphic design/marketing tools.

PERFORMANCE EXPECTATIONS

- Maintaining Main Street accreditation and meeting all applicable reporting requirements.
- Successfully implementing the annual Main Street action plan.
- Delivering high-quality downtown events, programs, and promotional initiatives.
- Increasing business, volunteer, and community participation.
- Strengthening relationships with downtown businesses and property owners.
- Increasing awareness, visitation, and engagement in downtown Clarkesville.
- Advancing historic preservation, beautification, and downtown activation.
- Managing Main Street resources and budget responsibly.
- Maintaining a clear, productive working relationship with the City Manager, Main Street Board, Economic Development Director, Downtown Development Authority, and City staff.

WORKING CONDITIONS

This is a full-time position generally working Monday through Friday, 8:00 a.m.–5:00 p.m. Due to the nature of the Main Street program, occasional evening and weekend work is required for events, programs, and special activities to include working outside in hot and cold climates depending on the event and season.