

CITY OF VILLA RICA, GEORGIA

CLASS SPECIFICATION - MAIN STREET MANAGER

Revised, October 2026

Department: Community & Economic Development

Reports To: Director, Community & Economic Development

FLSA: Exempt

Status: Full-Time

POSITION SUMMARY

The Main Street Manager coordinates and administers the City of Villa Rica's Main Street Program and supports the continued economic vitality, appearance, promotion, and activation of Downtown Villa Rica. Working under the direction of the Director of Community & Economic Development, the position serves as the City's primary day-to-day liaison to downtown merchants, businesses, property owners, and Main Street stakeholders.

The Manager administers the program consistent with Georgia Main Street requirements and the Main Street Four-Point Approach: Economic Vitality, Design, Promotion, and Organization. The position coordinates with the Main Street Advisory Board, Downtown Development Authority, City departments, and community partners to implement approved downtown initiatives and work plans.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Main Street Administration & Accreditation - Manage the City's Main Street program; maintain required records, annual work plans, performance data, and accreditation documentation; complete and submit required Georgia Main Street and Main Street America reports by established deadlines; and complete required professional training.

Business & Merchant Engagement - Maintain regular communication with downtown merchants, businesses, and property owners; conduct business outreach; identify needs and concerns; connect businesses with City, SBDC, Chamber, and other resources; and maintain current merchant and stakeholder contact lists.

Economic Vitality - Support business retention, expansion, and recruitment efforts; maintain information on downtown businesses, vacancies, and available commercial properties; assist entrepreneurs and businesses seeking downtown locations; and coordinate economic-vitality initiatives established by the Community & Economic Development Department.

Board & DDA Coordination - Provide staff support to the Main Street Advisory Board and coordinate with the Downtown Development Authority as directed; prepare reports and meeting materials; agendas, meeting minutes; assist with annual work plans; and facilitate communication among downtown stakeholders.

Marketing, Promotion & Events - Coordinate downtown marketing, merchant communications, promotional initiatives, sponsorships, and events that increase visitation, business participation, and downtown activity.

Design & Placemaking - Support downtown beautification, facade improvement, historic preservation, signage, wayfinding, public-space activation, and other initiatives that strengthen Downtown Villa Rica's appearance and identity.

Budget & Program Management - Assist with development and administration of the Main Street budget; maintain program records, purchasing and sponsorship documentation; pursue appropriate grants and partnerships; and ensure City ownership and accessibility of program records and digital platforms.

Performance & Communication - Track and report measurable program results, including business openings and closures, investment, vacancies, merchant participation, volunteer activity, event performance, and other Georgia Main Street indicators. Provide regular program updates to the Director of Community & Economic Development.

Perform other related duties and special projects as assigned.

MINIMUM QUALIFICATIONS

Bachelor's degree in business administration, public administration, economic or community development, marketing, communications, planning, historic preservation, or a related field and three (3) years of relevant professional experience; or an equivalent combination of education and experience.

Experience working with businesses, community organizations, appointed boards, downtown development, economic development, Main Street programs, or municipal government is strongly preferred.

Excellent written and verbal communication, organizational, project-management, and relationship-building skills.

Ability to work effectively with business owners, property owners, volunteers, public officials, appointed boards, and community stakeholders.

Working knowledge of digital communications, contact-management tools, standard office technology, data tracking, and budget administration.

Georgia Main Street experience or related professional training is preferred.

Ability to attend evening meetings, community events, and occasional weekend activities as required.

Valid driver's license and ability to meet City driving requirements.

CORE COMPETENCIES

Business and merchant engagement; economic vitality; project management; relationship management; professional judgment; organizational alignment; accountability; collaboration; conflict resolution; written and verbal communication; data-informed decision-making; customer service; and initiative.

WORKING RELATIONSHIPS

Works closely with the Director of Community & Economic Development, City departments, Downtown Development Authority, Main Street Advisory Board, merchants, property owners, residents, volunteers, community organizations, and local, regional, and state partners. The position exercises professional initiative within established City policies, departmental priorities, and supervisory direction.

PHYSICAL DEMANDS / WORK ENVIRONMENT

Work is performed in both office and field settings and may require walking downtown areas, attending outdoor events, working occasional evenings or weekends, and operating in varying weather conditions. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions.