

REPORTS TO: Community Development Dir.
CLASSIFICATION: Full-time
DATE APPROVED: n/a

DEPARTMENT: Comm. Development
FLSA STATUS: Exempt
REVISION DATE: n/a



JOB SUMMARY:

The primary purpose of this position is to coordinate revitalization efforts throughout the City of Hampton, utilizing the National Main Street program strategies. The Director is also responsible for economic development, special events and overseeing various grants.

MAJOR DUTIES:

- Assists with the development and implementation of strategies to attract businesses to the City;
- Meets with prospective clients; conveys City’s economic development practices and principles;
- Identifies potential short- and long-term economic development opportunities;
- Manages the Main Street Advisory Board and all related administrative functions such as budget development and accounting, as well as preparing reports when necessary;
- Ensures compliance of local Nation Main Street Program throughout he Four Point Approach with the State program office;
- Grant Administration
 - Research and apply for grants which support city wide building and improvement projects and programs
 - Coordinate required activities associated with received grants
 - Monitor compliance with grant specifications
 - Provide reports and documentation as required by grant organization
- Recruits’ volunteers to assist with implementing Four Point Main Street Strategy;
- Implements marketing strategies that will encourage business development and retain existing businesses;
- Assists tenants and property owners with and problems and concerns;
- Builds strong relationships with local businesses and local associations;
- Composes marketing materials for promoting the City of Hampton;
- Engages small business owners and community organizations in economic development activities;
- Plans and coordinates strategies to implements economic development in the City; and designs strategies to attract appropriate quality businesses to the City;
- Maintains an inventory of available properties and buildings in throughout the City;
- Manages and coordinates the Enterprise Zone;
- Manages Public/Private Partnerships;
- Works with the Georgia Department of Community Affairs, the Downtown Merchant Association and other related agencies;
- Coordinate city wide Livable Cities Initiative (LCI) building/improvement projects with the Community Development Department and provide progress reports as required.

- Maintain current city certifications as designations such as, but not limited too Main Street and Certified Local Government (CLG);
- Develops and implements departmental budget; monitors expenditures and revenues to ensure compliance with approved budget;
- Manages Train Depot rentals and other City property where applicable;
- Coordinates Special Events Registrations approval, including film and production activities with City Hall;
- Performs other related duties as required.

ESSENTIAL FUNCTIONS:

- Plans and coordinates all Main Street events through the year. Tasks include development and marketing of calendar of events, purchase of event supplies, decoration, event set up, 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's calendar, website, social media and all other appropriate news media communications, Georgia Tourism communication, 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.
- Coordinating general City-wide events such as: community recognition, holidays, memorials, etc.
- Creates monthly Main Street Newsletter and updates all department's social media and internet outlets (City website, Porchfest website, Main Street Snapchat, Instagram, Facebook, Twitter, etc.). Create, maintain, and respond to all mailout promotions using mass e-mail resources (i.e. MailChimp). Works with local businesses to promote them in the Hampton community and beyond.
- Coordinate the Main Street Volunteer Program and volunteer base, including review of volunteer applications and provides recommendations to department Director.
- Creating and maintaining special projects including Public Art, Volunteer Programming.
- Coordinates the rental of City properties; Secures/reserves facilities used for special events. (i.e. Train Depot, Fortson Library, etc.)
- Provides clerical work in support to the Community Development Department, such as: post-event evaluations, printing all event materials, faxing, etc. Provides written report updates on the Main Street activities, as well as current social media analytics, events, and program updates. Maintains all Main Street program records, including but not limited to: The Annual Assessment, 10 Standards of Accreditation, and Main Street Monthly Reporting.
- Communicates with City staff and other agencies regarding event planning, city-wide projects, grant coordination, and staff events.
- As part of the accreditation process, attends annual Main Street Training, and required continuing education in the Department of Community Affair.
- Occasional presentation at City Council meetings regarding City events, such tasks include writing supporting memorandum for agenda cover sheet, development of PowerPoint presentation and verbal presentation to members of Council and the community.
- Staff liaison for the Main Street Board and the Special Event Committee, including collaboration with other City departments such as Customer Service, Public Works and Police Department.
- Provides accurate information to all parties concerning City and non-City events. Schedules and

coordinates all Main Street Advisory Board meetings, including creation and posting of agendas and preparation of meeting materials. Coordinates required Main Street Advisory training, recruits board members and maintain Board records.

- Represents the City of Hampton Main Street Program at various agency functions and meetings.
- Works with local organizations, community outreaches, colleges, local school and other organizations to promote Main Street events, functions, and to facilitate partnerships.
- Serve as media contact for all radio stations, newspapers, magazines, television stations etc.
- Provides accurate information and creation of news releases, promotional material, etc.
- Assists Community Development Director in the preparation of the Main Street Program budget.
- Assist in scheduling, coordinating and promoting new business ribbon cuttings.
- Contracts with the general public, property owners, real estate developers, attorneys, architects, engineers, bankers, landscape, architects, elected officials, and Local, State and Federal officials.

KNOWLEDGE, SKILLS AND ABILITIES REQUIRED:

- Ability to develop and maintain collaborative working relationships with all levels of staff, management, agencies and general public.
- Ability to work independently with minimal supervision while exercising good judgement and initiative.
- Ability to multi-task and work under pressure with constant interruptions and within short timeframes.
- Ability to handle confidential/sensitive materials in a professional manner.
- Must have strong organizational and time management skills.
- Knowledge of the principles of governmental organization and administration and the ability to make routine decisions in accordance with laws, ordinances, regulations and departmental/organizational policies.
- Demonstrated ability to maintain complex clerical records and prepare reports from such records.
- Must have strong verbal and written communication skills and the ability to understand and follow complex verbal and written instructions.
- Ability to answer moderately involved questions regarding City events.
- Demonstrated ability to make routine decisions in accordance with laws, ordinances, regulations, established policies, and departmental procedures.
- Demonstrated ability to maintain professional composure when confronted by stressful situations.
- Demonstrated ability to accurately complete basic arithmetic computations.
- Ability to understand and follow complex oral and written guidelines and instructions.
- Ability to proofread and check documents for errors.
- Demonstrated ability to develop newsletters and other graphic materials for printed and online distribution.
- Extensive knowledge of office terminology/principles, office procedures, telephone etiquette and customer service.
- Demonstrated ability to operate office equipment, including but not limited to, personal computer, multi-line telephone system, laptop, adding machine, printers/copiers, scanner, and fax machine.
- Communication and interpersonal skills needed to work with public and other employees in a cooperative and professional manner.
- Ability to sit for long periods of time.
- Ability to give presentations to groups for informational and instructional purposes.
- Ability to make objective decisions using sound judgment.

MINIMUM QUALIFICATIONS:

Education:

- Bachelor's Degree related to economic development or equivalent education required;
- Three (3) to five (5) years professional experience in Economic Development field;
- Experience with the National Main Street Program desired;
- Must possess valid State of Georgia driver's license;
- Equivalent combination of education and experience.

Experience:

- Knowledge of National Main Street Program principles and goals;
- Knowledge of general business principles;
- Knowledge of economic development and business retention and recruitment;
- Knowledge of the City's operations, zoning ordinances and land use plans;
- Skill in dealing with both public and private enterprises;
- Skill in operating modern office equipment;
- Skill in oral and written communication;
- Ability to network and develop relationships with real estate and site selection professionals;
- Ability to research, compose and submit grant applications and implement;
- ability to schedule, organize, and execute assigned tasks and understand and follow oral and written instructions;
- Ability to accurately record and transfer data from one source to another and maintain strict confidentiality.

WORKING CONDITIONS/PHYSICAL REQUIREMENTS:

- Duties are performed primarily in an office setting with prolonged periods of sitting. The person in this position needs to occasionally move about inside the office to access file cabinets, office equipment, etc.
- When coordinating events, this position requires prolonged standing and walking, overhead reaching, crawling, kneeling, climbing, lifting to 20 pounds.
- This position will require occasional travel while coordinating events.
- May be exposed to dust and weather elements (i.e. cold, heat, humidity, rain, etc.) while working outside coordinating events.
- This position will have frequent contact with others.
- At times, workloads can be extensive with limited time for response/and or action. Position requires prolonged periods of concentration and the ability to cope with numerous interruptions and changing priorities.

EQUIPMENT USED:

- General office equipment including computer, scanner, printer, copier and telephone.

ADDITIONAL INFORMATION (SPECIAL REQUIREMENTS):

- The purpose of this position is to assist in the development of the City. Successful performance helps ensure the orderly development of the City, affects the quality of economic opportunity for City residents, and affects the image of the City.
- This position requires the ability to work outside of normal business hours including evenings and weekends as necessary.
- Some guidelines include land use laws, State and Federal laws, real estate law, City codes, construction codes, fire codes, and the Federal ADA. These guidelines require judgement, selection and interpretation in application.

STATEMENT OF OTHER DUTIES DISCLAIMER:

The preceding job description does not constitute an employment contract. It has been designed to indicate the general nature and essential duties and responsibilities of work performed by employees within this position. It may not contain a comprehensive inventory of all duties, responsibilities, and qualifications required of employees to do this job. Incumbent will perform other duties as assigned by immediate supervisor.