

Cornelia Main Street Manager

REPORTS TO: Community Development Director

Purpose of Job

The Main Street Manager coordinates activity within a downtown revitalization program which utilizes historic preservation as an integral foundation for downtown economic development.

The Manager is responsible for the development, conduct, execution, and documentation of the DDA and the Main Street Program. The director is the principal on-site staff person responsible for coordinating all program activities locally as well as for representing the community regionally and nationally as appropriate.

This position will be responsible for planning, coordinating, recommending, and implementing the strategies, activities, and operations of programs related to the city's economic development program, comprehensive downtown revitalization, tourism, special events, historic preservation, and the Downtown Development Authority.

Essential Duties and Responsibilities

The following duties are normal for this job. These are not to be construed as exclusive or all-inclusive. Other duties may be required and assigned.

- Works under direct supervision of the Community Development Director and assists with programs and activities as assigned.
- Must be able to work alone and **be able to work with the public.**
- Responsible for managing the city's downtown development programs, including business development, business recruitment and retention, existing business outreach, marketing, and promotional initiatives
- Coordinates operations of the Cornelia DDA, including clerical and administrative agenda preparation, minute preparation, required reporting, and related duties. Develops and maintains advisory/volunteer groups and capacities.
- Assists with administration of DDA facade and other grant programs to encourage development in an appropriate manner.
- Coordinates the operations of the HPC which includes clerical and administrative agenda preparations, minute preparation, required reporting, close coordination with the Planning Department, and related duties dealing with properties in the historic downtown area.
- Actively participates in the development and implementation of the Cornelia Comprehensive Plan
- Directs initiatives to achieve the goals and objectives of the city, including the support, recruitment, and retention of businesses to support growth and revitalization.
- Develops short and long-term downtown, economic, community, and tourism development plans and goals; researches and prepares related studies, reports, and recommendations.

- Responds to inquiries pertaining to business development; sends out informational materials marketing specific areas; assists business needs against available programs/properties and makes recommendations.
- Represents the city and serves as a liaison between local, state, and federal organizations and partners with groups, public and private, such as the Georgia Downtown Association- Main Street Georgia, Habersham Chamber of Commerce, the DDA, Cornelia Hospitality and Tourism Board, and other related organizations and agencies; attends professional development workshops, and conferences applicable to the position's areas of responsibility.
- Recommends and develops innovative marketing strategies and communication tools to reach a variety of different markets in the promotion of the city as the best place to live, work, and play.
- Assists in the development and implementation of goals, objectives, policies, and priorities for the city's downtown, economic, and tourism programs identifying resource needs.
- Assists with planning, development, and implementation of city special events and promotions, especially those within the downtown district.
- Assists with the administration and maintenance of city website and social media efforts.
- Develops, updates, and implements annual work plan, vision statement, policies and procedures as required for the Main Street program.
- Advise downtown businesses and assist in the coordination of joint promotional events and encourage design excellence in all aspects of promotion to advance the image of a quality downtown.
- **Interacts with co-workers at all levels of the organization (including community partners) in a collaborative and customer- service oriented manner.**
- Manage all administrative aspects of the Main Street program, preparing all reports required by the state Main Street program and the Main Street America program.
- Become familiar with all persons and groups directly or indirectly involved in the downtown commercial and historic district. Be mindful of the roles of various downtown interest groups, assist the Main Street programs board of directors and committees in developing an annual work plan for implementing a downtown revitalization program focused on the four pillars of the Main Street program.
- Assist individual tenants or property owners with improvement projects; provide guidance and advice on necessary financing resources for improvements.
- Oversees Cornelia DDA fundraising and implementation.
- **Help build strong and productive relationships with appropriate public agencies at the local and state levels; encourage a cooperative climate between downtown interests and local public officials.**
- Use the Main Street format program format, develop and maintain data systems to track the process and progress of the local Main Street program. These systems should include economic monitoring, individual building files, thorough photographic documentation of all physical changes and information on job creation and business retention.

- Must be able to handle cash transactions.
- Create and manage events that promote historic preservation and tourism.
- Maintain inventory of gift shop.
- Develop ideas and market tourism products.
- Oversee and maintain all safety guidelines and elements of the property to ensure the wellbeing of our staff and guests, to include, but not limited to, maintaining first aid kits, fire extinguishers, and MSDS sheets. Review property for any safety issues or concerns; maintain knowledge of and ensure adherence to any safety guidelines.
- Maintains daily contact with visitors and staff.
- Participates in and assists with specific programs and activities as assigned.
- Serves as “front-line staff” answering phones and answering questions from visitors.

Knowledge, Skills and Abilities

- Must have strong oral and written communication skills with ability to write blogs, press releases, letters and related items.
- Must be able to navigate Apple Square products and transactions
- Must be proficient on Internet, especially social media.
- Administrative duties include use of computer programs such as: Microsoft Excel, Word, Power Point, Adobe InDesign, Constant Contact, etc.
- Must be sensitive to design and preservation issues. The manager must understand the issues confronting downtown business people, property owners, public agencies, and community organizations. The manager must be entrepreneurial, energetic, imaginative, well-organized, and capable of functioning effectively in a very independent situation.
- Knowledge of principles, practices and procedures used in downtown development, main street management, tourism, and historic preservation.
- Knowledge of marketing principles and practices.
- Knowledge of event management principles.
- **Skilled in interpersonal relationships, networking, and communication.**
- Oversee and maintain all safety guidelines and elements of the property to ensure the wellbeing of our staff and guests, to include, but not limited to, maintaining first aid kits, fire extinguishers, and MSDS sheets. Review property for any safety issues or concerns; maintain knowledge of and ensure adherence to any safety guidelines.
- This position is typically works Monday thru Friday. Weekend work is required during special events.
- Participates in and assists with specific programs and activities as assigned.

Education and Skills

High School Diploma or equivalent required, bachelor’s degree in communication, Public Relations, Hospitality or similar field preferred, or a combination of education, training,

and experience which provides the requisite knowledge, skills, and abilities for this position. To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Has the ability to communicate effectively with supervisors and other staff members. Has the ability to use independent judgment in routine and non-routine situations. Has the ability to plan, organize and/or prioritize daily assignments and work activities. Has skill in the use of computers, calculators, copy machines, and other office equipment. Ability to communicate both verbally and in writing. Ability to operate various equipment, small machinery, audio/visual equipment, etc. as required. Attendance and timeliness is an essential element of the job. Candidate must be able to demonstrate skills upon request. Must have experience working with people and good customer service skills. **Candidate must possess good soft skills with friendly personality and career driven initiative.**

Certificates, Licenses, Registrations

Valid Georgia driver's license with a clean driving record.

(ADA) MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED TO PERFORM ESSENTIAL JOB FUNCTIONS

PHYSICAL REQUIREMENTS: Must be physically able to operate a variety of machinery and equipment including computers, calculators, fax machines, and other office equipment. Must be able to use body members to work, move or carry objects or materials. Must be able to exert up to twenty pounds of force occasionally, and/or up to ten pounds of force frequently. Physical demand requirements are at levels of those for light work. Attendance is an essential element of the job.

INTERPERSONAL COMMUNICATION: Requires the ability to speak and/or signal people to convey or exchange information. Includes receiving assignments and/or directions from supervisors. Requires the ability to speak to people with poise, voice control, and confidence. Requires the ability to acquire and be able to expound on knowledge of topics related to primary occupation; and to make independent judgment in the absence of management.

VERBAL APTITUDE: Requires the ability to record and deliver information, to explain procedures, and to follow oral and written instructions. Must be able to communicate effectively and efficiently in a variety of administrative, technical or professional languages including accounting terminology.

MOTOR COORDINATION: Requires the ability to coordinate hands and eyes in using office equipment. Requires the ability to handle a variety of items such as computers, fax machines, typewriters, and other office equipment. Must have the ability to use one hand for twisting or turning motion while coordinating other hand with different activities. Must have minimal levels of eye/hand/foot coordination. May require the ability to differentiate between colors and shades of color. Requires the ability to talk and/or hear: (Talking -

expressing or exchanging ideas by means of spoken words). (Hearing - perceiving nature of sounds by ear). Must be able to communicate via telephone.

