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## **Executive Director Job Description**

### **Work Objectives:**

The Executive Director of Fell's Point Main Street coordinates activity within a neighborhood business district revitalization program, which utilizes historic preservation as an integral foundation for economic development. This person functions as the Program Manager for the Baltimore Main Streets Fell's Point Main Street program.

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

### **Full Range of Duties to be Performed:**

- Coordinate activity of Main Street Program committees, ensuring that communication between committees is well established; assist committees with implementation of work plan items.
- Manage all administrative aspects of the Main Street Program, including purchasing, record keeping, budget development and accounting.
- Preparing all reports required by the coordinating Main Street Program and other donors
- Develop, in conjunction with the Main Street Program's Board of Directors, strategies for neighborhood business district economic development through historic preservation utilizing the community's human and economic resources. Become familiar with all persons and groups directly or indirectly involved in the neighborhood business district commercial district. Mindful of the roles of various interest groups, assist the Main Street Program's Board of Directors and committees in developing an annual action plan for implementing a neighborhood business district revitalization program focused on four areas: Design/historic preservation, promotion, organization/management and economic restructuring/development.
- Develop and conduct ongoing public awareness and education programs designed to enhance appreciation of the district's architecture and other assets and to foster an understanding of the Main Street Program's goals and objectives. Through speaking engagements, media interviews, and appearance, keep the Program highly visible in the community.
- Assist individual tenants or property owners with physical improvement projects through personal consultation or by obtaining and supervising professional design consultants, assist in locating appropriate contractors and materials; when possible, participate in construction supervision; provide advice and guidance on necessary financial mechanisms for physical improvements.
- Assess the management capacity of major business district organizations and encourage improvements in the corridor's ability to undertake joint activities such as promotional events, advertising, uniform store hours, special events, business recruitment, parking management and so on. Provide advice and information on successful neighborhood business district management. Encourage a cooperative climate between business district's interests and local public officials.



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- Advise business district merchants on Main Street Program activities and goals and assist in the coordination of joint promotional events, in order to improve the quality and success of events to attract people to the business district; work closely with local media to ensure maximum event coverage; encourage design excellence in all aspects of promotion in order to advance an image of quality for the business district.
- Help build strong and productive working relationships with appropriate public agencies at the local and state levels.
- Utilizing the Main Street 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.
- Represent the community at the local and state levels to important constituencies. Speak effectively on the program's directions and findings, always mindful of the need to improve state and national economic development policies as they relate to smaller communities.

**Resource Management Responsibilities:**

The Executive Director supervises any necessary temporary or permanent employees, as well as professional consultants. He/she participates in personnel and project evaluations. The executive director maintains local Main Street Program records and reports, establishes technical resource files and libraries and prepares regular reports as needed. The executive director reports to the board president.

**Job Knowledge and Skills Required:**

The Program Manager should have education and five or more years experience in one or more of the following areas: historic preservation, economics, finance, public relations, planning, business administration, public administration, fundraising, community organizing, nonprofit administration and/or small business development. The Program Manager must be sensitive to design and preservation issues. The Manager must have excellent public speaking and conflict resolution skills and understand the issues confronting neighborhood district 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. Successful grant writing and administration experience is a must. Excellent verbal and written communication skills are essential. Supervisory skills are desirable.

Salary commensurate based on skills and experience

Submit resume, cover letter with salary requirements and three references by June 1, 2010 to:

Jannette Barth, Ph.D.  
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More information regarding our program, area of interest, and mission are available on our website, [www.fellspointmainstreet.org](http://www.fellspointmainstreet.org) For additional question please contact [info@fellspointmainstreet.org](mailto:info@fellspointmainstreet.org)