



MAINSTREET
ROSWELL

MainStreet Roswell Executive Director

Job Description

Work Objectives

The MainStreet Roswell Executive Director coordinates a variety of activities of the downtown revitalization program which emphasizes historic preservation as an integral foundation for downtown economic development. He/she is responsible for the development, coordination, administration, documentation, and implementation of the MainStreet Roswell program in conjunction with the MainStreet Roswell board of directors and committees. The Executive Director is the principal on-site staff person responsible for coordinating all program activities and volunteers, as well as representing the MainStreet Roswell district and organization locally, regionally and nationally as appropriate. In addition, the Executive Director should be an enthusiastic advocate for the organization and the downtown, as well as an informational resource on a variety of aspects related to effective downtown revitalization and management.

Full Range of Duties to be Performed

The executive director is responsible for the following areas of work:

- In conjunction with the board of directors, developing strategies for preservation-based economic development in the MainStreet Roswell district by identifying resources, partners, and organizations that can assist with revitalization and assisting the board and committees with developing and implementing an action plan and projects based on program goals and objectives and the MainStreet Roswell Four-Point Approach®.
- Become familiar with all persons and groups directly and indirectly involved in the downtown. Encourage a cooperative climate among the MainStreet Roswell organization, downtown interests and local government.
- Manage the administrative aspects of the MainStreet Roswell program, including purchasing, record keeping, budget development, accounting, preparing all reports required by the coordinating MainStreet program and by the National Main Street Center, assisting with the preparation of reports to funding agencies, and supervising employees or consultants.
- Develop and conduct ongoing public awareness and educational programs designed to create awareness and appreciation of the downtown district and to foster awareness and understanding of the MainStreet program's goals and objectives through the use of speaking engagements, electronic media, media interviews, personal appearances and other methods.
- Assist and develop the capacity of downtown businesses, institutions, and organizations to carry out a variety of improvement activities, such as physical improvements, better business practices, promotional events, advertising campaigns, parking management, and business development.
- Assist individual tenants or property owners with property improvement projects by providing or coordinating professional design consultation, and offering advice and guidelines for financing.

- Help to build strong, productive, working relationships with key stakeholders and potential partner organizations, including downtown business and property owners, municipal and county government, local and state agencies, nonprofit associations and charitable organizations, civic associations, schools, media, institutions, resident, and others.
- Help the organization build strong and productive relationships with appropriate public agencies at the local and state levels. Represent the organization and community to important constituencies at the local, state, and national levels. Speak effectively on the program's directions and work, mindful of the need to improve state and national economic development policies as they relate to traditional downtown districts.
- Develop and maintain systems to track the progress of the MainStreet Roswell organization and to quantify downtown improvements through mechanisms such as quarterly reporting to New Mexico MainStreet on economic and physical changes, photos, property inventory, etc.
- Attend all trainings, professional development activities, and planning meetings required by New Mexico MainStreet to fulfill the responsibilities specified under any Letter of Agreement or Memorandum of Understanding with the New Mexico Economic Development Department.
- Assist the board of directors with preparation for its regular meeting and achievement of its governance duties.
- Assist with the work of the MainStreet Roswell program committees or task forces by helping to identify, plan, and, where appropriate, implement projects with committee volunteers and ensure that communication among committees and the board of directors is well established.

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 MainStreet Roswell program records and reports, establishes technical resource files and libraries, and prepares regular reports for New Mexico MainStreet and the National Main Street Center. In conjunction with the board Treasurer, the Executive Director monitors the annual program budget and maintains financial records. S/he seeks to cultivate and retain a diverse base of volunteers and partner organizations to assist the organization with fulfilling its mission.

Job Knowledge and Skills Required

The Executive Director should have education and/or experience in one or more of the following areas: commercial district management, economics, finance, public relations, planning, business administration, public administration, retailing, volunteer or non-profit administration, architecture, historic preservation, and/or small business development. The Executive Director must be sensitive to design and preservation issues and must understand the issues confronting downtown business people, property owners, public agencies, and community organizations. The Executive Director must be entrepreneurial, energetic, imaginative, well organized and capable of functioning effectively in an independent environment. Excellent written and verbal communication skills are essential. Supervisory and volunteer development skills are desirable.