

DOWNTOWN DEVELOPMENT/ MAIN STREET DIRECTOR

General Statement of Duties

Performs promotional and consultative work in developing and directing an economic development program for the downtown district in the City. This position coordinates activities within the downtown district revitalization program that utilizes historic preservation as an integral foundation for downtown economic development and is responsible for the development, conduct, execution and documentation of the Main Street program.

Distinguishing Features of the Class

An employee in this class is responsible for consulting with local officials, business, and community leaders for the purpose of promoting the downtown business development. Duties include initiating and implementing efforts to maintain and increase vitality of downtown commercial district by advising existing businesses, recruiting new businesses, marketing the downtown area and working to improve the physical appearance of downtown. Work includes maintaining records, reports, and public information for the program and includes coordination of downtown board activities, grant development, coordination of Main Street program, and related tasks. Work requires considerable planning and timely execution of work. Employee must exercise independent judgment and simultaneously must consider financial, socio-economic, legal, and regulatory variables as they affect the City. Work is performed under the general direction of the City Manager and the Downtown Oxford Economic Development Board and is evaluated through conferences, reports and results.

Duties and Responsibilities

Essential Duties and Tasks

- Serves as coordinator of the Downtown Oxford Economic Development Board; plans and executes monthly meetings, reports on activities; serves as liaison between public and committees; researches and recommends policies and strategies to Downtown Board, City Board and others.
- Manage all administrative aspects of the Main Street program, preparing all reports required by the state Main Street program and by the National Main Street Center.
- Assist with the preparation of reports to funding agencies.
- Assist the Main Street program's board of directors and committees in developing an annual action plan for implementing a downtown revitalization program focused on 4 areas: design/historic preservation; promotion and marketing; organization/management; and economic/restructuring development.
- Plans or works to support other groups in the planning and delivery of new programs, events and initiatives.
- Works through a variety of means to develop and maintain downtown businesses including maintaining informal, personal and written contact with businesses, making presentations before groups, and communicating with the media about downtown activities.
- Maintains contact with community leaders, and representatives of businesses and industry; visits downtown businesses regularly to stay abreast of their status, any potential for expansion, and assists with problems; follows up on requests; prepares newsletters, brochures, and makes presentations regarding downtown activities.
- Coordinates with other agencies and organizations on historic, museum, tourism, arts and other activities and programs which support downtown activities and businesses; serves on boards and committees or supports their programs.
- Encourage and facilitate improvements in the downtown community's ability to carry out joint activities such as promotional events, advertising, special events, business assistance, business recruitment, parking management and so on.
- Serves as initial contact for potential businesses considering downtown location and expansion; works with County Economic Development staff as needed.
- Helps coordinate and facilitate joint promotional events, such as festivals or business promotions, to improve the quality and success of events and attract people to downtown.
- Work closely with local media to ensure maximum coverage of promotional activities.
- Makes presentations to City Council and other groups about downtown activities and tax district.
- Provides content to update website.
- Develops grants and funding sources to support economic development, infrastructure improvements, etc.; researches, writes and contracts for grants procurement and administration.

Additional Job Duties

Performs related duties as required.

Recruitment and Selection Guidelines

Knowledge, Skills, and Abilities

1. Thorough knowledge of principles, practices and processes involved in economic development.
2. Thorough knowledge of the principles of management, business, their organizational procedures, and financing.
3. Considerable knowledge of economic, social, and technological resources available in the economic development field.
4. Considerable knowledge of the assets of the community and federal, state, and local laws pertaining to economic development and planning.
5. Must be sensitive to design and preservation issues and must understand the issues confronting downtown business people, property owners, public agencies and community organizations.
6. Must be entrepreneurial, energetic, imaginative, well organized and capable of functioning effectively in an independent environment.
7. Skills in data collection and analysis, and establishment of data bases about pertinent City statistics and demographics.
8. Ability to plan, organize, and effectively develop commercial leads for the City including building consensus among diverse groups.
9. Ability to communicate effectively in oral and written forms.
10. Ability to establish and maintain effective working relationships with business executives and owners or representatives, public officials at the local and state levels, contractors, community leaders and organizations, other department heads, and other employees.
11. Ability to analyze situations accurately and make correct recommendations for each business contact.

Physical Requirements

- Must be able to physically perform the basic life operational functions of stooping, kneeling, crouching, reaching, standing, walking, lifting, fingering, grasping, talking, and hearing.
- Must be able to perform sedentary work exerting up to 10 pounds of force frequently or constantly to move objects.
- Must possess the visual acuity to prepare and analyze data, examine and work with maps, charts, and detailed materials, operate a computer, inspect sites, use measuring devices, and to read extensively.

Desired Education and Experience

Graduation from a four year college or university with a degree in business, planning, economics, or related field supplemented by training in economic development and 5-7 years of professional experience in industrial or economic development; or an equivalent combination of education and experience.

Special Requirements

- NC Driver's License
- Certified Economic Developer preferred.

Special Note: Supervisors and Department Heads are required to conduct Performance Evaluation conferences with each employee at least once a year. These performance evaluations shall be documented in writing and placed in the employee's personnel file.