

Main Street Director

FSLA Status: Exempt

General Definition of Work

Leads the Downtown Galax Grows (Main Street) 501(c)3 organization to promote a mixed-use community through historic preservation using the Main Street 4-Point Approach to revitalization. Galax's Main Street Director will serve as the on-site staff person, responsible for coordinating all Main Street program activities and volunteers. As a partner with City of Galax, the Main Street Director will be an integral part of the Rex Theater operational team.

Qualification Requirements

This senior level position is an integral part of the City's Management Team, thereby directing and managing the Main Street 501(c)3. The position serves as professional staff support to the Main Street Organization. The position serves under the general guidance of the Galax City Council and/or its designee and the Main Street Board of Directors. Payroll and Human Resources is administered through the City of Galax. Management and supervision are exercised over subordinate personnel (future) and volunteers.

Essential Functions

- Coordinates activity of the Galax Main Street program. Mindful of the roles of various downtown interest groups, 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 four areas: design/historic preservation, promotion, organization/management, and economic restructuring/development.
- Coordinates activities of the Main Street program's committees, ensuring that communication between committees is well established; and assisting committees with implementing their work plans.
- Oversees administrative aspects of the Main Street program, including purchasing, record keeping, budgets, accounting, preparing reinvestment reports, and supervising part-time employees, volunteers, and consultants.
- Responsibly represents the interests of the commercial district revitalization program publicly; developing and conducting ongoing public awareness and education programs to enhance public appreciation of the commercial district's assets.
- Assists individual tenants and property owners with business and property improvement projects through personal assistance from the Board or through obtaining and supervising professional consultants; assisting in locating appropriate contractors and materials; providing advice and guidance on necessary financial mechanisms for physical improvements.
- Active participant on the Rex Theater Operations Team serving as band concierge, coordinating volunteers for events, maintaining concession inventories, establishing the movie schedule and licensing, and other tasks as assigned.
- Stays informed on current issues in the revitalization of traditional commercial districts and conveying pertinent information to members of the local Main Street program.
- Encourages a cooperative climate between business owners, property owners, government agencies, nonprofit organizations and others participating in the revitalization process.
- Oversees the Main Street program format, developing and maintaining data systems to track the process and progress of the local Main Street program. These systems should include economic monitoring, individual buildings files, thorough photographic documentation of all physical changes, and information on job and business creation and retention.
- Collaborates with the Galax Tourism Office and Twin County Chamber of Commerce to coordinate promotional activities in order to boost the commercial district's commercial performance and public attitudes and to improve the quality and success of events.
- Locates local, state and national resources to help the local revitalization efforts.
- Creates and oversees fundraising strategies and the financial sustainability of the Main Street program.
- Interfaces with the Main Street Economic Vitality Committee to provide funding through grants and loans.
- Analyzes existing economic situations relative to business attraction and expansion; review modern techniques for business attraction and retention and negotiates and resolves sensitive and controversial issues; monitors program performance and provides reports to the City Manager and City Council.

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- Maintains an existing inventory of available building and businesses in the City of Galax. This will include both public and private building and land areas. Markets available retail and entrepreneurial sites and buildings.
- Identifies training needs of the business community and coordinates action with educational and training institutions to develop and provide the appropriate training and educational programs.
- Represents the Main Street and City at appropriate civic, cultural, charitable, business and community activities as well as serves on boards, commissions, committees and organizations related to the areas that are critical to the City's goals and interest.
- Prepares and presents annual budget for approval by the Main Street Board and an appropriation request to the City Manager.
- Maintains a relationship with various local, state and federal agencies, coordinating projects with agencies as deemed necessary and appropriate.
- Participates in the statewide Virginia Main Street Network to understand best practices in the field, develop and adapt new models, and to build and maintain relationships with funders and supporters.
- Serves as an ambassador and key resource in the recruitment of businesses to locate in Galax.
- Other duties as assigned.

Knowledge, Skills and Abilities

A strong communicator who builds positive working relationships with other staff members, partners, consultants, funders and community members. Entrepreneurial, energetic, creative, well organized and capable of functioning effectively in an independent situation. Sensitive to design and historic preservation issues with an understanding of issues facing businesses, building owners, government and community organizations in the commercial district. A solid background in leadership, management, budget oversight and supervisory experience. Demonstrated experience successfully completing time-sensitive and/or high-profile projects through collaboration, consensus and creativity. A goal-oriented thinker who has the ability to set clear priorities among multiple tasks and stay focused on project benchmarks and deadlines. Comprehensive knowledge of economic and community development issues, principles and techniques, including state and federal policies and programs, capital improvements programming, applicable regulations and regulatory devices, associated data sources and information systems.

Education and Experience

Graduation from an accredited college or university with a Bachelor's Degree in economic development, business, public relations, or a related field. A minimum of three years of directly related and progressively responsible experience in planning, economic and/or community development, business or related field. Experience with historic preservation finance and enterprise zone incentives is desirable. Experience managing projects and people in a nonprofit, public agency or private company. Additional education may be substituted for experience where applicable.

Physical Requirements

Must be able to sit for long periods of time while operating a computer and telephone. Must be able to conduct site visits and negotiate terrain with varying slopes and ground conditions, in varying weather conditions. In general, the job is performed in a climate-controlled office setting; however, frequent outdoor visits to sites with various terrains and in varying weather conditions may occur during all seasons of the year. Must possess the ability to lift, carry, push and pull materials and objects weighting up to 50 pounds.

Special Requirements

Licenses and Certificates – None.

The successful applicant will possess and maintain a valid Virginia Motor Vehicle Operator's License

The City of Galax is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, Galax City will provide reasonable accommodations to qualified individuals with disabilities. Prospective and current employees are encouraged to discuss ADA accommodations with the employer.

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This description provides information regarding the essential functions of the designated job, and the general nature and level of work associated with the job. It should not be interpreted to describe all the duties whose performance may be required of such employees or be used to limit the nature and extent of assignments such an individual may be given.