

# Grants MainStreet Project (GMSP)

## Executive Director Job Description

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Grants MainStreet Project, an accredited New Mexico Main Street organization, seeks a dynamic, experienced Executive Director to lead its downtown revitalization effort in close conjunction with its board of directors. This Main Street organization is located in Grants, NM, a community of 9,100 residents situated in rugged western New Mexico amongst tall pines and broad mesas.

### **Work Objectives**

The MainStreet Executive Director coordinates a variety of activities of the downtown revitalization program which emphasizes historic preservation and community placemaking as an integral foundation for downtown economic development. They are responsible for the development, coordination, administration, documentation, and implementation of the GMSP program in conjunction with the GMSP 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 GMSP 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.

### **Representative Range of Duties to be Performed**

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

- In conjunction with the board of directors, directing the GMSP revitalization efforts under the adopted Economic Transformation Strategies using the MainStreet Four Point Approach (Design, Promotion, Economic Positioning, and Organization)
- Become familiar with all persons and groups directly and indirectly involved in the main street district. Cultivate a cooperative climate among the GMSP organization, downtown interests and local government.
- Managing the operations and administrative aspects of the GSMP, including purchasing, record keeping, budget development, accounting, preparing all reports required by the coordinating MainStreet program and by the National Main Street Center, and assisting with the preparation of reports to funding agencies.
- 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 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 GMSP and 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.
- Other GMSP Board of Director assigned tasks as required.

#### **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. A Bachelor's degree in related field is preferred, as well as 3-5 years related experience.