

**AMORY MAIN STREET, INC**  
**DIRECTOR**  
**JOB DESCRIPTION**

**Position Title**

Main Street Director

**Report to**

Board President and the Board of Directors

**Overview of Position**

The director will promote, plan and manage downtown activities and special events, educate businesses, serve as a listener, collaborator, clearinghouse, visionary, facilitator and coordinator based on the four points (organization, promotion, design, and economic restructuring) of the Amory Main Street program. Serve as the advocate and representative for all Downtown issues and activities.

**Job Description**

Coordinate all projects and activities within the downtown revitalization program to promote economic development, quality of life, and historic preservation. Represent the community locally, regionally, and nationally. Statewide manager trainings will be provided by the Mississippi Main Street Association and attendance is required. Some travel and overnight stays will be required. Weekend and evening hours will also be required at certain times throughout the year.

**Job Responsibilities**

- Coordinate the activities of the Main Street Program and volunteer task forces.
- Manage all administrative aspects including: developing and maintaining an appropriate data system for record keeping, developing and monitoring budgets, accounting, purchasing, preparing reports, documenting all physical changes, retaining information on job creation and business retention, and all other office activities.
- Supervise support staff and volunteers.
- Develop strategies for downtown economic development and historic preservation. With various committees and the Board of Directors, create an annual action plan focused on these four areas: design, promotion, organization & economic restructuring.
- Develop and conduct public awareness and education programs through speaking engagements, media interviews and appearances, keeps the program highly visible and in a positive light. Must maintain positive

relationships with all media outlets and be easily accessible to the media.

- Provide advice and guidance to individual tenants or property owners regarding physical improvements, vacancies and other issues.
- Provide advice and information and encourage joint involvement in the downtown community through promotional events, advertising, special events, business recruitment, etc.
- Help build strong, productive working relationships with appropriate public agencies at the local and state levels.
- Advise and assist in efforts to attract people to downtown.
- Coordinate & recruit an active volunteer force.
- Participate in appropriate community organizations.
- Maintain web page and social media accounts for Amory Main Street, Inc. Send bi-weekly e-news letter to Members/Merchants to keep them informed of things going on downtown.
- Constant recruitment and retention of Main Street Membership base.
- Able to work all Downtown special events; must have a flexible schedule and willing to work long hours when necessary. Must be accessible outside of normal office working hours.
- Continue to produce and manage numerous special events throughout the year including: Chilifest, Downtown Christmas & Spring Open Houses, the Amory Christmas Parade, Noon Tunes, etc.

### **Job Requirements**

- Excellent oral and written communication skills.
- A self-starter with a strong and independent work ethic.
- Marketing, public relations, graphic design and advertising skills desired.
- Knowledge of downtown public and private issues desired.
- Excellent organizational skills.
- Experience in administrative management.
- Strong computer skills including word processing, spreadsheet applications, Quick Books, all social media outlets and web based applications.

### **Education and Experience**

Graduate from an accredited four-year college or university with a BS or BA degree preferred. Five-years experience in community development, business economics, or downtown

development, and/or marketing, public relations and promotion. Any equivalent combination of education and experience.

**Necessary knowledge, skills, and abilities**

The director should have education and/or experience in one or more of the following areas: architecture, historic preservation, economics, finance, graphic design, fundraising, public relations, design, journalism, planning, business administration, public administration, retailing, volunteer or non-profit administration and/or small business development. The director must be sensitive to design and preservation issues. The director must be entrepreneurial, energetic, imaginative, independent, well organized, and capable of functioning effectively in an independent situation. Excellent verbal and written communication skills are essential. Supervisory and management skills are desirable.

**Send resume with cover letter and salary requirements to:**

**Email: [kellym@gomonroe.org](mailto:kellym@gomonroe.org)**

**Attention: Amory Main Street Search Committee**

**Subject: Amory Main Street Director Position**