

Position: Executive Director of Avoca Main Street, Inc.

25 hours/week

Work Objectives:

The Avoca Main Street executive director coordinates activity within a downtown revitalization program utilizing Main Street America's Main Street Approach™ as an integral foundation for community economic development. They are responsible for the development, execution, and documentation of the Main Street program in downtown Avoca. The executive director is the singular on-site staff person responsible for coordinating all program activities locally, as well as representing the community regionally as appropriate. In addition to overseeing daily operations, the Avoca Main Street executive director facilitates and coordinates the efforts of the local Avoca Main Street program's four committees and over forty volunteers. The Avoca Main Street executive director works at the pleasure of the Avoca Main Street board of directors and reports directly to the president of the Avoca Main Street board of directors.

Duties to Be Performed:

- Coordinates the activities of the four Avoca Main Street committees, ensuring that communication between committees is well established; assists committees with implementation of work plan items.
- Manages all administrative aspects of the program, including purchasing, recordkeeping, budget development, and office management. Prepares all reports required by the Main Street Iowa program and by Main Street America.
- Develops, in conjunction with the Avoca Main Street board of directors, strategies for downtown economic development through historic preservation utilizing the community's human and economic resources. Becomes familiar with individuals and groups directly or indirectly involved in the downtown commercial district. Assists the board of directors and committees in maintaining and updating a transformational strategy plan focused on four areas: design, promotion, organization and economic vitality.
- Develops and conducts ongoing public awareness and education relating to the Main Street program activities, goals and objectives, downtown assets, and downtown architecture/history. Keeps the program visible in the community through website content management, social media, speaking engagements, media interviews, and public appearances.
- Assists individual tenants and property owners with physical improvement programs through personal consultation or by obtaining and supervising professional design consultants; assists in locating appropriate contractors and materials; provides advice and guidance on necessary financial mechanisms and grants for physical improvements.

- Assesses the management capacity of major downtown stakeholder groups and encourages participation in activities such as promotional events, advertising, uniform store hours, special events, business recruitment, and more. Provides advice and information on successful downtown management. Encourages a cooperative climate between downtown interests and local public officials.
- Advises downtown on program activities and goals. Assists in the coordination of joint promotional events, such as seasonal festivals or cooperative retail promotional events to improve the quality and success of events to attract people downtown. Works with the local media to ensure event coverage.
- Helps build strong and productive working relationships with appropriate public agencies at the local and state levels.
- Utilizes the Main Street Approach™ and maintains data systems to track the process and progress of the local program.
- Represents the community at the local and state levels. Speaks effectively on the program's directions and findings, and is mindful of the need to improve state and national economic development policies as they relate to smaller communities.
- Builds public awareness of the Main Street program through active communication methods.

#### Job Knowledge and Skills Required:

The Avoca Main Street executive director should have education and/or experience in one or more of the following areas: education, architecture, historic preservation, business development, finance, public relations, design, journalism, planning, public administration, retailing, volunteer or nonprofit administration and/or small business development. The executive director must understand the issues confronting downtown businesspeople, property owners, public agencies, and community organizations. The ideal executive director would be entrepreneurial, energetic, imaginative, well organized, comfortable speaking in public, and capable of functioning effectively in an independent situation. Excellent verbal and written communication skills are essential. The executive director should have computer skills and knowledge of Microsoft Word, Microsoft Excel, and use of online forms/programs. The executive director must be willing to travel to required and optional training opportunities. A current and valid driver's license and access to consistent transportation are required.

Pay and Benefits: \$23,000 annual salary paid semi-monthly, IPERS, and \$20/pay period cell phone stipend. One-week paid vacation per year, traditional holidays observed, office hours approved and reviewed by Board President (non-standard hours may be required for meetings, special functions, and trainings), opportunity for hybrid remote work.