

## MIDDLETOWN MAIN STREET EXECUTIVE DIRECTOR

Position Overview: The Executive Director (ED) of Middletown Main Street (MMS) will coordinate, facilitate, promote, and advance the revitalization of a vibrant, economically viable downtown district through the use of the Main Street Approach™: Design, Economic Restructuring, Organization, and Promotion. The ED will serve as a visionary, listener, and collaborator with various civic and professional constituents in the community, particularly downtown business owners. The ED will adapt to the ever-changing needs of Middletown's historic downtown, implementing historic preservation ethics, encouraging cooperative efforts between individuals and groups to accomplish project goals. The ED is responsible for being "the face" of MMS and working to develop relationships between MMS and community partners. The ED represents the community locally, regionally, and nationally.

- Reporting: The ED will be accountable to the MMS Board of Directors through the President of the Board. Also serves as program liaison to Downtown Delaware, the State Main Street Coordinating program.

### General Duties:

- Ensures that activities of the program support and promote downtown businesses
- Along with the MMS Treasurer, creates and manages the annual budget
- Manages administrative duties of the organization
- Develops and oversees an active volunteer base
- Coordinates an annual work plan with the four MMS committee chairs
- Receives and forwards to appropriate committee chairs or Town staff, as applicable, inquiries from prospective downtown investors, developers and business owners
- Works closely with Town officials to align goals and objectives
- Works with the Board of Directors to meet fundraising and programmatic goals
- Coordinates events, projects and beautification initiatives

### Qualifications and Experience

- The ED must be a creative, energetic, well-organized, self-motivated individual able to lead a variety of stakeholders
- 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.
- At least three years of experience in nonprofit management, small business development, marketing & public relations, historic preservation, fundraising, or Main Street experience
- Excellent public speaking, writing, and relationship-building skills
- Strong computer skills including word processing and spreadsheet applications
- Organizational & computer skills and basic website management experience
- Marketing & advertising skills desired, including social media
- Supervisory skills are desired
- Knowledge of downtown public and private issues desired
- Historic preservation skills desired
- Valid Driver's license and own or have regular access to a vehicle

Physical Demands: Moderate physical demands are required to successfully perform the essential functions of the job. Work is performed primarily in an office setting though some outdoor work is required. While

performing the duties of the job, the employee is frequently required to talk or hear as well as stand or walk. The employee must occasionally lift and/or move up to 25 pounds. Reasonable accommodations will be made to enable an individual with disabilities to perform the essential functions.

#### Main Street Four-Point™ Philosophy

**Design:** The ED will approach design issues as a means to create and preserve an attractive downtown Middletown – one that is pedestrian friendly and functional, while maintaining historical significance true to the area, thus making it a highly desirable area by consumers, businesses, and building owners. This may come in the form of aesthetic incentive programs, clean-up days, readapting underutilized spaces or funding exterior enhancements through donations. The ED will also further town-established design guidelines through education and outreach to downtown stakeholders.

**Economic Vitality:** The ED will approach economic restructuring issues as a means to retain existing businesses, and attract new or expanding businesses to downtown Middletown by utilizing pertinent data, providing economic and real estate information, giving tours to potential investors and directing them to the appropriate town staff. The ED will promote town and EDA economic incentives, recruit appropriate businesses for existing buildings, maximize underutilized space, encourage appropriate in-fill development, identify nontraditional funding sources for small businesses and providing business educational opportunities for the downtown community.

**Organization:** The ED will help to identify interested and responsible board and committee members, recruit volunteers, recognize volunteer and donor contributions, support promotion of the program through social media, and coordinate annual educational opportunities for board and committee members on the Main Street Approach™. He or she will approach office administration as a means to facilitate and maintain pertinent information to keep the Main Street program moving smoothly and to appropriately archive documents and developing a database for the program. The ED will provide monthly and quarterly reports for Middletown Main Street office, record changes downtown, lead budget preparation, and work with the treasurer to collect and distribute money. Working with the Organization Committee Chair, the ED will help to create an annual donor communications plan and to facilitate annual fundraising activities with the Organization Committee Chair. The ED is expected to understand best practices in ethical fundraising and donor stewardship.

**Promotion:** The ED will approach promotions/festivals as a means to increase foot traffic and awareness of downtown Middletown, give businesses exposure, and market downtown attractions and organizations. He or she will work with existing event organizations as well as work with the Organization committee to establish an annual fundraising event (see Organization). The ED will work with Promotion Committee Chair to increase public awareness and understanding of MMS's mission and goals through multi-media channels, to obtain political support, to build valuable relationships and network to further the cause of Main Street. This may be accomplished through serving as MMS liaison at various meetings and functions, participating in regional activities, publishing press releases, website updates and taking on speaking engagements.

Salary \$28,000 - \$30,000 (may be negotiable depending on qualifications and experience)

Please email cover letter with salary requirements and resume to: MMS Recruiting Committee at [elmshr@verizon.net](mailto:elmshr@verizon.net). Position will remain open until most qualified candidate is selected.