CITY OF LONDON, KENTUCKY
POSITION DESCRIPTION

CLASS TITLE: Main Street Director

CHARACTERISTICS OF CLASS: Under the direct supervision of the Mayor, is responsible for daily operations of London Downtown to accomplish organizational goals set by the Mayor and the London Downtown Board (an advisory board to the City of London relating to the downtown area). Responsible for turning the visions into actions that promote and preserve downtown London. Requires the use of professional skills and independent judgment in administering a variety of programmatic functions. Requires frequent contact with other personnel, outside organizations, and the general public.

EXAMPLES OF WORK:

- Maintain the organizational structure of the London Downtown Board (an advisory board to the City relating to the downtown area) and ensures that communication among committees is well established; assist committee volunteers with implementation of work plans.
- Manage specific administrative aspects of the Downtown including purchasing, record keeping, budget development and implementation, some accounting, fund raising and assists with preparation of reports to contributors.
- Manage all administrative aspects of the London Downtown programs including preparing all reports required by Kentucky Main Street Program and by the National Main Street Center or other like entities.
- Organize and promote Downtown Events and Fund Raisers for the continuation or development of new downtown programs or projects.
- Develop financial support from various sources to promote and preserve downtown London by seeking sources for outside grants, providing information about tax credit programs and other economic incentives for historic rehabilitation.
- Grant Writing a must. Write grants and/or assists in writing grants for various City promotional and preservation projects.
- Acts as Grant Administrator (including reporting, oversight, etc) for any grants obtained by the City of London that pertains to Downtown, Renaissance, Preservation, Heritage, Façade, or any other grants that will be used to promote or rejuvenate the downtown area.
- Develop economic development strategies for the central business district that are based on historic preservation and utilize the community's human and economic resources.
- Assist the City of London and the Downtown Board in developing an annual work plan for implementing a central business district revitalization program focused on four areas: design/historic preservation; promotion and marketing; organization/management; and economic restructuring/development.
- Have good public speaking skills and make presentations to various groups. Use speaking engagements, media interviews, and personal appearances to keep the London Downtown program in the public eye.
- Become familiar and communicate regularly with all persons and groups directly and indirectly involved in the central business district.

- Develop and conduct on-going public awareness and education programs designed to enhance appreciation of the central business district's assets and to foster an understanding of the London Downtown goals and objectives.
- Have good public relation skills and maintain a cooperative relationship with government officials, community organizations, and corporate sponsors Represent the community to important constituencies at the local and national levels, as appropriate. Speak effectively on the program's directions and work, mindful of the need to improve local and national economic development policies as they relate to commercial districts.
- Attends all meetings of the Board of Directors of London Downtown and the London City Council and serves as staff to London Downtown Board of Directors (advisory board).
- Reports periodically to the London City Council on the progress of London Downtown.
- Attends meetings of the Downtown Business Association to act as advisor and information source.
- Assess the management capacity of major central business district organizations and encourage improvements in the community's ability to carry out joint activities such as promotional events, advertising, appropriate store hours, special events, business assistance, business recruitment, parking management, and so on. Provide advice and information on successful central business district management. Encourage a cooperative climate among central business district interests and local public officials.
- Advise central business district merchants' organizations such as the Historical Society, Arts Council, Tourism, Chamber and other organizations on the London Downtown activities and goals; help coordinate joint promotional events, as appropriate, such as festivals or business promotions, to improve the quality and success of events and attract people to the central business district; work closely with local media to ensure maximum coverage of promotional activities; encourage design excellence in all aspects of promotion in order to advance an image of quality for the central business district
- Provide information and assistance for, design or historic issues affecting the downtown area.
- Provide grant or other funding assistance information to downtown businesses/organizations.
- Seek and advocate use of historic preservation incentives as appropriate.
- Assist neighborhood organizations and individual property owners who seek historic designation as a way to preserve and protect the community's heritage for the future by preparing nomination applications and processing those applications.
- Advocate improvements and restoration of downtown buildings, structures, and public areas.
- Develop and maintain data systems to track the progress of the program. These systems should include economic monitoring, individual building files, photographic documentation of physical changes, and statistics on job creation and business retention, expansion, and recruitment.
- Solicit the expansion of existing business and new business.
- Must attend at least one regional meetings of the Kentucky Main Street Program

- Recruit and direct volunteers.
- May be assigned to take related classes and training.
- Performs related work as required and assigned.

MINIMUM REQUIREMENTS

TRAINING AND EXPERIENCE: Graduate of an accredited four-year college or university and/or professional experience in commercial district management, historic preservation, planning, economic development, finance, public relations, business administration, public administration, retailing, marketing, volunteer or non-profit administration, architectural design, fund raising and small business development; or any equivalent combination of related education and experience to give the desired knowledge and abilities.

SPECIAL KNOWLEDGE, SKILLS AND ABILITIES: Must possess excellent communications skills including public speaking. Grant writing a must; Knowledge of clerical and record keeping methods; Proficient on computer programs such as Microsoft Windows and Office (Word, Excel, Outlook, Access and Power Point); Knowledge of commercial printing and the use of programs such as Indesign and Adobe Illustrator a plus; Some knowledge of basic accounting procedures; Ability to follow difficult oral and written instruction; Ability to prioritize, plan and organize work; Ability to use tact and courtesy in dealing with general public; Ability to maintain confidentiality of information; Ability to establish and maintain working relationship with co-workers, supervisors, and general public; Shall understand the issues confronting business owners/managers, property owners, public agencies and community organizations in a small city and must have an affinity for customs, traditions, and virtues of small town life; Must be able to work well with a wide range of personalities, be entrepreneurial, energetic, imaginative and a mature organizer capable of functioning effectively in a very independent environment.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Work is performed mostly in an office setting with some outdoor work when overseeing organized events. Hand-eye coordination is necessary to operate computers and various pieces of office equipment.

While performing the duties of this job, the employee is regularly required to sit; stand; walk; use hands to finger, handle, feel or operate objects, tools or controls; reach with hands and arms; climb or balance; stoop, kneel, crouch, or crawl; talk or hear

The employee must occasionally lift and/or move up to 35 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception, and the ability to adjust focus.

The examples of duties are intended only as illustrations of the various types of work performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.