

TITLE: Main Street Program Manager

DEPARTMENT: 514 Main Street

REPORTS TO: City Manager

PAY GROUP: FLSA Exempt

JOB SUMMARY: The Main Street Program Manager is responsible for administering the Main Street Program by coordinating community organization, promotion, design, and economic restructuring. The Manager works with local organizations to focus on improvements and preservation planning. Thus this daily contact with the public and with groups requires skills such as courtesy, tact, public speaking and poise. The preparation of numerous reports and making decisions requiring mature judgment is also a responsibility of the Main Street Program Manager. Activities undertaken shall follow the Main Street Program four-point approach.

- 1) Organization of downtown interests in a unified manner working towards common end objectives.
- 2) Approaching design issues, a means to create or preserve an attractive and sympathetic physical setting and using proper preservation techniques.
- 3) Coordination of promotional activities to attract new economic life and develop new vigor in the downtown and in the community.
- 4) Structuring of economic opportunities through reuse of existing buildings and underutilized space, attracting new business opportunities and development of viable marketplace enterprises.

The position acts as a liaison between the City and the Chamber of Commerce, County Government, property and business owners in the historic downtown of San Augustine and other individuals and organizations investing in the historic downtown program area. In consultation with the City Manager, and appropriate advisory boards, the position develops and implements strategies for the attainment of goals positively impacting the development, redevelopment, revitalization and job growth in the historic San Augustine downtown area.

ESSENTIAL JOB DUTIES:

- 1) Familiarizing public officials, retailers, community groups, the general public and others about the nature and orientation of the Main Street Program effort.
- 2) Interpreting previous studies and reports that analyze community resources and develop a strategy for achieving revitalization goals.
- 3) Implementing local objectives through the development of revitalization tools such as rehabilitation programs, State and Federal funding sources, grant opportunities and grant writing, administrative procedures, political mechanism, legal tools, etc, as appropriate.
- 4) Assisting individual merchants and property owners with design and construction of physical restoration projects.
- 5) Assisting, developing and coordinating downtown promotional events and activities.
- 6) Develop economic strategies to increase retail opportunities in the downtown to include attracting new users into existing facilities and expanding market opportunities.
- 7) Prepare and maintain a continuing record of the Main Street Program for San Augustine through photographs (before and after) and or slides, files on building, business recruitment, promotions, monthly reports, etc.
- 8) The position is accountable for tracking and reporting of activities to the Texas Historical Commission and the City Manager's Office.
- 9) The position serves as a data and information source for the community and the downtown.
- 10) Educate and organize volunteers, boards and groups to enhance the appreciation of San Augustine assets and implement the goals of the Main Street Program.
- 11) Develop a preservation plan for the restoration and reuse of historic buildings in the San Augustine downtown program area.
- 12) Use data and information acquired from the State and through networking with other Main Street Cities to gain ideas, knowledge and problem resolution for the program.
- 13) Promote local downtown business by encouraging joint activities, special events and business recruitment.
- 14) Represent the City of San Augustine at various conferences, meetings, workshops and seminars.

- 15) Coordinate and develop promotional activities for the San Augustine Main Street Program, including sales promotions, special events, printed materials, heritage and historical tourism as well as public relations related to the San Augustine Main Street Program.
- 16) Manage all administrative aspects of the San Augustine Main Street Program including answering telephones, e-mail, scheduling appointments, committee meetings, prospect meetings, tours, purchasing, budget development and record keeping.
- 17) Encourage a cooperative atmosphere and working relationship among San Augustine property and business owners, volunteers, clubs, organizations and public officials.
- 18) Any and all other duties and responsibilities as shall be assigned by the City Manager.

SUPERVISION RECEIVED: Work is reviewed on a regular basis by the City Manager. Duties, plans, and goals are formulated and achieved independently.

SUPERVISION GIVEN: Indirect supervision is given to volunteers, committees, business and professional boards, business owners/operators, and property owners.

SERIOUSNESS OF ERRORS: Errors could result in financial loss due to misguided or inappropriate recommendations and could harm relationships with public officials, downtown merchants and other groups.

RESPONSIBLE FOR FUNDS/EQUIPMENT/PROPERTY: Is responsible for a moderate amount of public funds and responsible for City and County equipment.

SAFETY REQUIREMENTS: Must observe all safety rules, report unsafe working conditions to the City Manager, report Worker's Compensation injuries to the City Manager or Office of the City Secretary, and wear any departmental issued safety gear if working in an area where such gear is required.

SAFETY TO OTHERS: Performance has minimal impact on the safety of other employees. Consideration must be given to the public's safety when promoting events of community interest.

CONTACTS/COMMUNICATIONS: Co-workers, volunteers, committees, Main Street Advisory Board, City Council Members, business owners/operators State Agencies, building owners, Chamber of Commerce, newspaper/radio, citizens etc...

INGENUITY/PROBLEM SOLVING: Must refer to various dictionaries, office manuals, self motivated, etc...

PHYSICAL REQUIREMENTS CONDITIONS: Work primarily takes place indoors, but can take place outdoors during special projects. Work undertaken may occasionally cause fatigue of eyes and fingers due to sitting for long periods of time, manual dexterity and visual activity in the use of computers and other devices. Work requires occasional lifting objects up to 30 pounds, ability to sit for long periods of time, requires stooping, kneeling, crouching, bending, standing, walking, pushing and pulling.

POTENTIAL HAZARDS/INJURIES: Few hazards exist.

CLASS DRIVERS LICENSE: Valid Class C

LICENSE/CERTIFICATES: Main Street training sessions as required.

EDUCATION AND EXPERIENCE REQUIREMENTS:

- 1) Associate Degree; Bachelors Degree from an accredited college or university preferred
- 2) Experience with marketing, public relations, program development or events management is desired
- 3) Computer and software program experience with a working knowledge of related equipment/hardware and software such as Publisher, Power Point, Excel, Word, Illustrator, Photoshop, etc...
- 4) Experience in a downtown management program, prior business owner, non-profit association management, public relations, planning/coordination of events and media relations are preferred

By signing below, I acknowledge that I have reviewed and I understand this job description. This signed job description will be placed in your personnel file; Instances concerning failure to adhere to your expectations will result in corrective actions up to and including separation from the City of San Augustine.

SIGNATURE/APPROVAL:

Employee Signature

Date

City Manager

Date