

CITY OF SAN AUGUSTINE JOB DESCRIPTION



Position: Main Street Manager

Department: Administration

FLSA Status: Non-Exempt

Reports To: San Augustine City Manager

Salary: Depending on Experience - 40 hrs. minimum per week

JOB SUMMARY

The City of San Augustine is seeking a community-minded, organized, and energetic Main Street Manager to oversee and coordinate downtown revitalization and historic preservation efforts within the City. This position requires a deep commitment to maintaining our unique "small-town feel", fostering strong personal relationships with local merchants, and promoting San Augustine's historic heritage. The Manager must be an effective self-starter capable of driving economic growth while honoring the close-knit traditions of our rural Texas community.

BASIC FUNCTION

Under the general supervision of the City Manager, the Main Street Manager guides and coordinates community events, and administers the local Texas Main Street program. The Manager serves as the city's primary liaison to downtown business owners, property investors, Main Street Board(s), and state historical organizations.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Coordinate activities of the Main Street Program and local advisory boards.
- Develop downtown revitalization and marketing strategies rooted in historic preservation.
- Cultivate close, face-to-face relationships with downtown merchants, property owners, and residents.
- Plan, organize, and execute local seasonal festivals, town events, and tourism initiatives.
- Leverage our historic identity as the "Cradle of Texas" to build a vibrant, destination for locals and travelers.
- Assist business owners with property improvement projects and storefront enhancements.
- Oversee program compliance, grant administration, and reporting for the Texas Historical Commission.
- Manage public relations, including social media platforms, newsletters, and community outreach.
- Prepare and monitor the program's annual marketing and event budgets.

- All other duties as assigned by the City Manager.

SUPERVISORY RESPONSIBILITIES

None

REQUIRED KNOWLEDGE AND SKILLS

The Main Street Manager must possess strong public relations, event planning, and small-town relationship-building skills. A solid understanding of historic preservation principles, community grant writing, and volunteer mobilization is required. Must have the ability to effectively communicate with diverse stakeholders and city departments

EDUCATION AND EXPERIENCE

- High school diploma or equivalent required.
- An Associate Degree (AA) or higher in marketing, public relations, business, historic preservation, or a related field is a plus.
- Previous Main Street program experience or municipal community development experience is highly preferred and considered a plus.
- Valid driver's license and clean driving record.
- Proven experience managing community projects, volunteers, or events is desired.
- Excellent written, verbal communication, and creative problem-solving skills.
- Working knowledge of social media marketing and basic graphic design tools (e.g., Canva; Adobe Pro)

OPERATIONAL AND WORKING CONDITIONS

This position operates in both a professional office environment and outdoors during community events. The manager will frequently walk the downtown district to meet with merchants. This role requires a flexible schedule, including the ability to work evenings, weekends, and holidays to facilitate city festivals, parades, and evening City Council and/or Main Street Board meetings. Must be able to occasionally lift event supplies or promotional materials up to 30 pounds.

Please submit your application, along with your resume and cover letter to the City Secretary either in person at 301 South Harrison Street, San Augustine, Texas, 75972, or via email at rhonda.williams@cityofsanaugustinetx.gov.