

Downtown Bellefonte Inc. - Position Description
Position: Main Street Manager
Reports to: President & Vice President, Board of Directors

POSITION SUMMARY:

The Main Street Manager is the public face of DBI to Bellefonte and the surrounding community at large. They will promote downtown activities, educate businesses, serve as a listener, collaborator, clearinghouse, visionary, facilitator, and coordinator based on the four points (organization, promotion, design and economic restructuring) of the Main Street Program. This individual is a self-starter with an entrepreneurial drive, who coordinates all project activities within the downtown revitalization program to promote economic development and historic preservation.

The Main Street Manager will encourage public awareness of the program activities and act as a liaison to other communities in the region or statewide who could benefit from the programs of the Main Street Program.

This individual represents Bellefonte locally, regionally, and nationally.

JOB RESPONSIBILITIES

- Develops and maintains funding sources and strategies (sponsorships, memberships, advertising opportunities and grant writing to expand revenue base).
- Develops and implements programs and actions outlined by the Board of Directors to meet strategic goals of the Main Street Program and the organization.
- Serves as a liaison between Downtown Bellefonte Inc. and the business district.
 - Facilitates regular conversations with business owners that provide insight to the organization. This includes communication for event participation, donations for events, and more.
 - Serves as a connector between businesses and Bellefonte's business resources and partners.
 - Manages marketing efforts as they pertain to business relations with guidance from the DBI Marketing Committee.
- Writes grant applications and carries out the project management of awarded grants.
- Develops and conducts public awareness and education programs. Through speaking engagements, media interviews and appearances to keep the program highly visible.
- Works with property owners, realtors, developers and businesses to attract and encourage property development/businesses opening in Downtown Bellefonte.
- Fosters a culture of entrepreneurship in Bellefonte by assisting with the day-to-day management of SpringBoard.

- Develop strategies for downtown economic development and historic preservation with the committees and Board of Directors to create and implement an annual action plan focused on these four areas: design, promotion, organization and economic restructuring.
 - Works with committees to ensure that they are meeting, and reporting their meetings accordingly.
- Coordinates and recruits an active volunteer force, facilitating onboarding and communication with that force.
- Manages administrative operations of the organization, including developing and maintaining an appropriate data system for record-keeping and working with accountant to develop and monitor budgets.
- Performs other duties as apparent or delegated by the Board of Directors.

JOB REQUIREMENTS

- Dynamic self-starter.
- Experience in administrative OR non-profit management.
- Experience in economic development.
- Excellent marketing and event management skills.
- Excellent oral and written communication skills.
- Knowledge of downtown public and private issues desired.
- Strong organizational and project management skills.
- Professional and/or academic economic development experience strongly desired.
- Historic preservation interest desired.
- Knowledge of downtown public and private issues desired.
- Small business development, and volunteer recruitment experience desired.

EDUCATION AND EXPERIENCE

Graduation from an accredited four-year college or university with a BS or BA degree preferred. Five years experience in community development, business economics, main street management or downtown development, historic preservation, and/or marketing and promotion, or equivalent combination of education and experience.

The manager must be sensitive to design and preservation issues. The manager must be entrepreneurial, energetic, imaginative, well-organized, and capable of functioning effectively in an independent situation. Excellent verbal and written communication skills are essential.

Will require some evening and weekend work.

APPLY

To apply, send a resume, cover letter, references and any relevant materials to Ellen Matis, Downtown Bellefonte Inc. Board President, by February 17, 2021 at ellen.m.matis@gmail.com. Please use subject line "Main Street Manager Application."