



City of Wayland Main Street /DDA Program Executive Director Job Description

WORK OBJECTIVES

The Wayland Main Street (MS) / Downtown Development Authority Director coordinates activities within Wayland's downtown revitalization program that utilize historic preservation as an integral foundation for downtown development. He/she leads and advises the board of directors, committees and volunteers in the development, conduct, execution, and documentation of the Main Street program as well as projects throughout the DDA District. The Executive Director is the principal on-site staff person responsible for coordinating all program activities and volunteers, as well as representing the community regionally and nationally as appropriate. In addition, the Executive Director should help the organization as its objectives evolve. The Executive Director reports directly to the MSDDA Board, primarily the Board Chair and Executive Committee.

RANGE OF DUTIES TO BE PERFORMED

The Main Street Executive Director should carry out the following tasks:

- Lead the MSDDA board of directors and committees in **developing downtown economic development strategies that are based on historic preservation** and utilize the community's human and economic resources.
- Direct the MSDDA board of directors and committees in **annual strategic planning** focused on four areas: design/ historic preservation; promotion/marketing; organization/management; and economic restructuring/business development.
- Direct and coordinate the activity of the Main Street program committees, ensuring that communication among committees is well established; **empower committee volunteers** with implementation of work plan items. Oversee recruitment, evaluation, and retention of volunteers, including members of the four Main Street committees, special project volunteers and short-term volunteers. Understand the importance of volunteer involvement and play an active role in coordinating and utilizing this important resource.
- **Manage the administrative aspects** of the MSDDA, including, but not limited to purchasing, record keeping, budget development, preparation of board and committee meeting packets, preparing grants, assisting with the preparation of reports to funding agencies, and supervising employees, interns, or professional consultants.
- Lead the MSDDA board of directors and committees in developing and conducting **on-going public awareness and education programs** designed to enhance appreciation of the downtown

district's assets, commercial environment, cultural charm, and offerings and to foster an understanding of the Main Street program's goals and objectives. Use speaking engagements, media interviews and personal appearances to keep the program in the public eye.

- **Be a resource** for individual tenants/property owners with physical improvement projects through personal consultation or by obtaining and supervising professional design consultants when appropriate, participate in construction supervision; provide advice and guidance on necessary financial mechanisms for physical improvements, including the administration of the **MSDDA Program's façade improvement and sign grant programs**.
- Project **Manage** physical and infrastructure **improvement projects and contractual services** in the downtown. Assist the MSDDA Board in selecting consultants through the development of RFQs and RFPs.
- Advise downtown merchants' groups and other committees and organizations on Main Street program activities and goals; **help coordinate joint promotional events**, such as festivals or business promotions, to improve the quality and success of events of promotional activities; encourage design excellence in all aspects of promotion to advance in image of quality for the downtown district.
- Help **build strong and productive relationships** with appropriate public agencies at local and state levels.
- Ensure that the MSDDA Program abides by all applicable federal, state, and local laws and regulations, while **maintaining associated records and reporting procedures**.
- **Identify and secure grant opportunities** for downtown redevelopment. Administrator grants and monitor related programs or projects.
- Champion the MSDDA board of directors and committees in directing efforts at **business recruitment, retention, and expansion**, including developing and providing information, expertise, and appropriate referrals to business owners, marketing Downtown Wayland to outside businesses, assisting current businesses with growth and expansion, and working with developers and building owners to enhance the quality of retail and commercial space. Assist in feasibility analysis and planning through personal consultation and/or referrals to other agencies.
- Utilizing the Main Street program format, develop and maintain data systems to **track the progress** of the Wayland Main Street program. These systems should include, at a minimum, economic monitoring, individual building files, photographic documentation of physical changes, and statistics on job creation and business retention.
- **Represent the community to important constituencies** at the local, state, and national levels. Speak effectively on the program's directions and work, mindful of the need to improve state and national economic development policies as they relate to commercial districts.
- Understand that the duties listed above are intended only as illustrations of various types of work that may be 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.
- All the above duties and responsibilities are judged to be "essential functions" in the terms of the Americans with Disabilities Act (ADA).

RESOURCE MANAGEMENT RESPONSIBILITIES

The MSDDA Executive Director supervises any necessary temporary or permanent employees, as well as interns and professional consultants. He/she participates in personnel and project evaluations. The Executive Director maintains Wayland MSDDA program records and reports, establishes technical resource files and libraries, and prepares regular reports for the Wayland MSDDA Board of Directors, Michigan Main Street Center, National Main Street Center, and the City of Wayland. The Executive Director prepares and monitors the annual program budget and coordinates the financial management of the program with the Board of Director's Treasurer and the City's Finance Director.

JOB KNOWLEDGE AND SKILLS

- Must be innovative, enthusiastic, imaginative, **extremely organized**, and capable of functioning effectively in an independent and often stressful environment.
- **Excellent written and verbal communication skills** are essential.
- Ability to **prioritize well**, delegate to others appropriately, and **follow through**.
- Must work well with a wide variety of people and be able to **collaborate a working relationship** between the organization, business owners and the community.
- Be a **strong advocate** for the commercial district.
- Comfortable and **competent speaking publicly** and working in a position with high visibility.
- Supervisory skills preferred.
- A bachelor's degree in urban planning, business, or public administration, economic or community development, marketing, historic preservation, or a related field is desired.
- A minimum of three years of experience in one of more of the following areas: commercial district management, economic and/or community development, public relations, business administration, public administration, TIF management, Main Street experience, real estate development, volunteer or non-profit administration, architecture, historic preservation, and/or small business development.
- Considerable knowledge of business development, community, and economic development.
- Sensitive to design and preservation issues and must understand the issues confronting downtown businesspeople, property owners, public agencies, and community organizations.
- Experience with non-profit fundraising, including corporate membership campaigns, sponsor solicitations, institutional supporters and individual donors is preferred.
- A basic knowledge of federal, Michigan and local economic and community development tools available for downtown revitalization is preferred.
- General computer skills and be proficient in the following applications: word processing, spreadsheets, data base management and PowerPoint. Basic graphic design/ publishing skills are desirable.
- Working knowledge of the use of social media applications such as email, website maintenance, Facebook, Instagram, LinkedIn, blogs and other.

COMPENSATION

Wayland MS/DDA offers a competitive compensation package. Salary Range: \$43-\$50,000; DOQ

HOURS

The position is an FLSA salaried-exempt position with potential for a flexible schedule due to monthly evening meetings and extended and or weekend hours as events occur. However the Director must generally be available during regular business hours.

SELECTION GUIDELINES

Application; rating of education and experience; oral interviews; meet and greet and reference and background checks. Position open until filled. However a first review of applicants will take place in late April 2022.

The City of Wayland and the Wayland MS/DDA Program do not discriminate based on race, color, nation origin, gender, sexual preference, relation, age or disability in employment or the provision of services.

This job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

Please submit cover letter, resume, and salary history to:

Email: downtownwayland@gmail.com Subject: Main Street/DDA Executive Director Position