

*Job Description:* MAIN STREET PROGRAM DEVELOPMENT TEAM, Main Street Alabama



**Creating Jobs. Keeping Character.**

## **MAIN STREET ALABAMA**

Main Street Alabama (MSA) is a statewide nonprofit that serves as Alabama's National Main Street Coordinating Program, overseeing the community-based 4-Point Approach® to revitalize historic business districts. Main Street Alabama helps communities organize themselves for success, improve the design of their neighborhoods, promote their districts, and enhance their economic base. MSA is based in Birmingham but works throughout the state. For more information, go to [www.mainstreetalabama.org](http://www.mainstreetalabama.org)

## **OVERVIEW OF POSITIONS**

The Main Street Program Development Team supports the President/State Coordinator of Main Street Alabama (MSA) in implementing the statewide Main Street Program. Extensive in state travel (*up to 50% of time*) is required to do on-site community assessment, evaluation, training, and capacity building. This position reports to the President/State Coordinator.

## **JOB DESCRIPTION**

Coordinate and provide technical services to improve revitalization outcomes for Main Street Alabama Communities, including nonprofit management, organizational development, fundraising, strategic development, program sustainability, business assistance, historic building rehabilitation, volunteer development, marketing, and promotion, and working with programs on tracking economic impact through Maestro.

## **SPECIFIC RESPONSIBILITIES**

- Deliver MSA technical assistance services to Network Communities by site visits and electronically including correspondence, written reports, presentations, and coordinating with regionally located Main Street Designated program directors for on-site visits. Currently, there are 29 Network Communities statewide. The Network is for communities just starting a downtown or neighborhood commercial district revitalization effort and those that want to network with other communities and attend training on the redevelopment process but are not yet seeking in-depth services. Maintain onsite visit schedule so each Network program receives at least one visit per year in their district. Maintain contact information and invoicing schedule.
- Manage monthly economic reporting from designated communities through Maestro.

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- Assist the President/State Coordinator as requested on services provided to Designated Main Street Communities. Designated Communities have a thorough understanding of the 4-Point Approach® to revitalization and the desire and commitment to work the program. They must meet Main Street Alabama criteria for designation annually.
- Educate Alabama communities, public and state officials, members of the media, investors, and the public about revitalization of historic business districts using the 4-Point Approach® and about the work and accomplishments of Main Street Alabama.
- Work with MSA staff to coordinate educational events such as quarterly trainings, the Main Street Alabama Annual Conference - LAB and Awards program, and on-site meetings with local Main Streets.
- Assist with on-site training workshops for local Main Street Program staff, board, and committee members (Resource Team Visits, Main Street 101, Program Assessments, Technical Assistance Visits, Strategic Planning, and other trainings, as necessary).
- Assist MSA staff in public relations and educational projects, including independent research, drafting articles, educational and promotional material for publication, and in making public presentations on downtown revitalization subjects.
- Assist with competitive selection of local communities applying for Designated status.
- Coordinate special projects and other duties as assigned by the President/State Coordinator.

## **QUALIFICATIONS**

- Must have proven field experience in obtaining results working with and through others with 3-5 years successful experience in community or economic development. Main Street program experience at the local, regional, state, or national level is a plus.
- Must demonstrate a thorough understanding of the Main Street 4-Point Approach®.
- Must be entrepreneurial, energetic, imaginative, well-organized, and able to motivate others, and must be capable of functioning effectively both in an independent situation and working under the President's direction.
- Excellent communication skills are essential.
- Experienced with meeting facilitation.
- Historic preservation skills and knowledge of design relevant to commercial revitalization are a plus.
- Must be able and willing to travel within the state up to 50 % of time, which may include some evenings & weekends, to provide direct hands-on assistance to Alabama communities.
- Strong computer skills including MS Office Suite, Excel, MS Outlook, PowerPoint, and graphics programs.
- Able to drive a car, set up and operate a projector, and use standard office equipment. Some outdoor work required. Must occasionally lift and/or move up to forty pounds.

Salary commensurate with experience. Please specify salary requirements.