



DOWNTOWN DIRECTOR

DEPARTMENT: Downtown Dept.

REPORTS TO: Town Manager

POSITION TYPE: Full-time

SALARY RANGE: Negotiable

FLSA STATUS: Exempt

The following is intended to represent only the key areas of responsibilities; specific position assignments will vary depending on the business needs of the department.

General Description:

Performs professional, promotional and consultative work in administering the Main Street Program for the Town of Waxhaw, with the primary focus on the coordination of the Main Street Program and marketing the downtown. Collaborates with the parks and rec department on related events planning and implementing. Work may also include the coordination of the physical, economic and social development of the downtown to enhance the use of existing infrastructure to maintain and strengthen the tax base. Duties include development of data, statistics and publications which portray the economic potential of the Main Street District; identification and recruitment of prospective businesses; grant research, and maintaining proper records, reports and public information for the program. Work requires considerable planning and timely execution of work. Employee must exercise independent judgment and simultaneously must consider financial, socioeconomic, legal and regulatory variables as they affect the Town. Work is performed under the general direction of the Town Manager.

Essential Functions:

- Develops, conducts, executes and documents the Waxhaw Main Street Program
- Develops and carries out annual workplan as established in coordination with the Town Board; researches and recommends policies and strategies
- Plans and executes monthly meetings of the Main Street Advisory Committee
- Prepares and oversees the Waxhaw Main Street Program budget and submits annual statistical data, budget and program information as required in July and January
- Conducts semi-regular downtown market studies for the downtown district
- Build and maintain a comprehensive and up-to-date database on properties within the Main Street District; a demographic profile of local residents and downtown customers; available financial assistance, retail environment & retail sales; prospective business resources, etc
- Works to retain businesses, assist with the expansion plans of existing businesses, recruit new businesses and potential developers for the Main Street District
- Assists property owners in fulfilling the best and highest use of their properties for the overall good of the Main Street District
- Works in coordination with other Town departments to assist in coordinating a business-friendly environment in the Main Street District
- Collaborates with Parks and Rec Department, and other departments as needed, to plan, promote and implement Town events.
- Potential to research, write and contract for grant procurement and administration
- Works in coordination with other Town departments and committees to promote, oversee and implement physical improvements in the public and private realm within the district deemed necessary for improved

pedestrian and traffic flow and visibility, such as façade improvements, wayfinding, streetscapes, banners, signage, etc

- Serves as the official spokesperson for the Waxhaw Main Street Program
- Must attend Main Street Manager meetings as required by the Main Street Program
- Prepares and maintain program reports required by the North Carolina Main Street program for yearly program certification
- Monitors program performance and recommends and implements modifications to systems and procedures as needed. Pursues state and national recognition for the program through appropriate award programs.
- Performs related tasks as required

Knowledge, Skills and Abilities:

- Must have experience with Main St. USA program and experience in economic development and NC economic development law,
- Must understand the issues confronting downtown businesses, property owners, public agencies and community organizations,
- Must be entrepreneurial, energetic, imaginative, well-organized and capable of functioning effectively in an independent situation,
- Must be sensitive to design and historic preservation issues,
- Knowledge of event planning and ability to effectively collaborate with Parks and Rec and other departments on implementation of such,
- Excellent verbal and written communication skills are required,
- Experience in historic preservation, public relations, as well as communications,
- Knowledge of trends in economic development in NC, banking and finance, construction, zoning, design, management, budgeting, project management, and marketing.

Physical Requirements: This is medium work requiring the exertion of 50 pounds of force occasionally, up to 20 pounds of force frequently, and up to 10 pounds of force constantly to move objects; work requires climbing, balancing, stooping, kneeling, crouching, reaching, standing, walking, pushing, pulling, lifting, full use of fingers, grasping, and repetitive motions; vocal communication is required for expressing or exchanging ideas by means of the spoken word; hearing is required to perceive information at normal spoken word levels; visual acuity is required for depth perception, color perception, peripheral vision, preparing and analyzing written or computer data, operation of motor vehicles or equipment, determining the accuracy and thoroughness of work, and observing general surroundings and activities; the worker may be subject to inside and outside environmental conditions, extreme cold, extreme heat, hazards, and atmospheric conditions. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and Experience: Must have graduated from an accredited four-year university with a degree in Business Administration, Marketing, Public Administration, Economics or some other applicable degree; a Master's in Business Administration or Public Administration strongly preferred. A combination of experience and education may be considered.

Special Requirements: Possession of a valid driver's license in North and/or South Carolina.

Benefits: 5% 401k or 457b Contribution; NCLGRS Enrollment; Paid Medical, Dental, Vision, Disability, Life Insurance Policy; PTO; Tuition Assistance, Wellness Program and more.

CONTACT AND SUBMITTAL INFORMATION

ONLINE (Preferred) Complete Application, Upload Resume and Cover Letter: www.waxhaw.com

EMAIL: wdavenport@waxhaw.com

TELEPHONE: 704-843-2195 ext 240

HAND DELIVERY: 1150 N. Broome Street, Waxhaw, NC 28173

FAXES: No faxes accepted unless pre-approved.

DEADLINE: OPEN UNTIL FILLED

Human Resources Director

PO Box 6

Waxhaw, NC 28173