WORK OBJECTIVES

The Wayland Main Street (MS)/Downtown Development Authority (DDA) Executive Director coordinates activities within Wayland’s downtown revitalization program that utilizes historic preservation as an integral foundation for downtown economic 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 guide 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 & 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 and attract people to the downtown district; **work closely with local media** to ensure maximum coverage of promotional activities; encourage design excellence in all aspects of promotion in order to advance an image of quality for the downtown district.

- **Help build strong and productive relationships** with appropriate public agencies at the 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. Administer 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 the 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 of the above duties and responsibilities are judged to be “**essential functions**” in 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

- A bachelor’s degree in urban planning, business or public administration, economic or community development, marketing, historic preservation, or a related field.

- A minimum of 3 years of experience in one or 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 business people, property owners, public agencies and community organizations.

- Must be entrepreneurial, energetic, imaginative, well organized, and capable of functioning effectively in an independent and often stressful environment. Excellent written and verbal communication skills are essential. Supervisory skills are desirable.

- 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, database management and PowerPoint. Basic graphic design/publishing skills are desirable.

- Working knowledge of the use of social media applications such as e-mail, Listserves, website maintenance, Facebook, Twitter, Flickr (digital photography), LinkedIn, blogs and others

- A valid Michigan driver’s license.
COMPENSATION

Wayland MS/DDA offers a competitive compensation package. Salary Range: $40,000 - $45,000; 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.

SELECTION GUIDELINES

Application; rating of education and experience; oral interviews; meet and greet, and reference and background checks. Position open until filled.

The City of Wayland and the Wayland MS/DDA Program do not discriminate on the basis of race, color, national origin, gender, sexual preference, religion, 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:
E-mail: downtowntonwayland@gmail.com
Subject: Main Street/DDA Executive Director Position