



Executive Director Job Description

JOB SUMMARY

The Executive Director (ED) is the primary face of the organization and is a visible and vocal advocate for downtown Auburn. The ED coordinates strategy, oversees operations and staff, and assures financial performance within budget parameters. The ED is responsible for securing public and private funding and advancement of downtown Auburn through implementation of Main Street's "Four Point Approach" which focuses on 1) Organization; 2) Promotion; 3) Economic Development; and 4) Design.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Organizational

- Acts as Staff to the Auburn Main Street (AMS) Board of Directors. Assists in the development of goals, core strategies and vision for Auburn Main Street (AMS).
- Serves as AMS's chief fundraiser. Works with Board to pursue funding from both public and private sources including grant sources. Responsible for assuring the organization has adequate resources to fund activities that further the mission of AMS. Manages the fiscal affairs of the organization including budgeting, monitoring, and reporting of financial data that ensures a proper accounting of funds.
- Develops and maintains relationships with the City, DeKalb County Economic Development, DeKalb County Visitor's Bureau, DeKalb Chamber Partnership, Downtown Auburn Business Association (DABA), Office of Community and Rural Affairs (OCRA), and other partner organizations.
- Create membership program open to all that wish to support Downtown Auburn, and coordinate with other organizations that also offer membership.
- Evaluates outcomes to document the results of AMS's work and to satisfy the organization's accountability to its mission, constituents, and funders.
- Manages AMS employees and volunteers.

Promotional

- Serves as AMS's chief spokesperson.
- Solicits and coordinates volunteer support.
- Cultivates and manages the understanding of the AMS's role among downtown businesses (DABA), local special events, community leaders, government representatives, and the community at-large.
- Oversees the design, marketing, promotion, delivery, and quality of programs and services for AMS and downtown Auburn.

Economic Development and Design

- Maintains information systems to include a database of downtown property and business owners and pertinent market characteristics.
- Actively recruits new businesses, including developing and following up with leads. Establishes and maintains relationships with businesses, business-owners, brokers, landlords, and building owners.

- Assists with downtown business needs, serving as an advocate when necessary.
- Administers various grant and business assistance programs.
- Maintains up-to-date and in-depth knowledge of trends, techniques, and best practices of downtown development in the areas of streetscape, housing, retail and office facilities, as well as downtown promotional activities.

QUALIFICATIONS

- Bachelor's degree (B.S.) in marketing, business-related field, public relations, political science, urban planning, historic preservation, or related field plus five (5) years related experience in a similar role or equivalent experience.
- Creative problem solving skills, non-profit fundraising and non-profit accounting are required skills for this position. An understanding of Main Street Four Point approach, common business management principles and historic preservation guidelines and programs is preferred. Proficiency in Microsoft operating systems, Microsoft Office, social media, and related computer software programs.
- Ability to communicate effectively and efficiently in writing and verbally is critical.
- In addition to communication, AMS's first ED will need special skills for the initial organization and development of the non-profit.

Auburn Main Street is an equal opportunity employer.