



**POSITION:** Main Street Director, Crowley Main Street

**ABOUT US:** Crowley Main Street (CMS) is a 501(c)(3) nonprofit organization that works to enhance the Crowley Main Street District through events, marketing, business recruitment and development, historic preservation, and community partnerships. Crowley has been an official designated Louisiana Main Street community since 1999.

**MISSION:** The mission of Crowley Main Street is to preserve, revitalize, and promote the historic cultural, social and economic significance of Crowley's Commercial Historic District to create a healthy, vibrant environment for all.

**POSITION OVERVIEW:** The Main Street Director is responsible for the overall administration, fiscal management, and day-to-day operations of the organization guided by the annual work plan and the Crowley Main Street Board of Directors. The Main Street Director reports to the CMS Board of Directors, and works with the Board, as well as community partners and volunteer committees to cultivate a more active, vibrant and sustainable downtown. The Main Street Director is the principal on-site staff person responsible for managing all program activities locally as well as representing the community regionally and nationally as appropriate. In addition, the Main Street Director should help guide the organization as it grows and as its objectives evolve. This position includes work on evenings and weekends.

The Director will work to develop and maintain relationships with local businesses, downtown property owners, city officials, civic organizations, the Louisiana Main Street network, and others. The Director will also be responsible for public speaking presentations, media relations, technical training, and requests from local, state and federal government agencies to provide information.

**REPORTS TO:** The Main Street Director will be principally accountable to the President of the Crowley Main Street Board of Directors and secondly to its Board of Directors.

**WORKING CONDITIONS:** Work is in an office setting but will require mobility during special events and conferences. In this position, it is necessary that the hours and the days of the week are flexible. Working holidays and weekends will be required at some points. Travel and attendance at city, state, or national meetings, conferences and events is required.

**DUTIES AND RESPONSIBILITIES:**

- A. Provides leadership in the implementation of the Main Street Four Point Approach to Downtown Revitalization.
- B. Assists in the coordination of activities of the program's committees, ensuring that communication among committees and volunteers are well established. Assists committee volunteers with implementation of work plan items. Assist in the coordination of Board and committee agendas, meetings, minutes and correspondence.

- C. Facilitates consistent, informative communication and effective outreach to the Board of Directors, committees, volunteers, property and business owners, government agencies and other partners. Create awareness and build consensus for the organization's programs and services.
- D. Manages all administrative aspects of the Main Street program, including purchasing, record keeping, budget development, accounting, 501(c) (3) compliance, grant writing, grant administration, fundraising, strategic planning, preparing all reports required by the state Main Street program and the National Main Street Center, assisting with the preparation of reports to funding agencies, and possibly supervising employees, interns or consultants.
- E. Writes and applies for funding through grants, sponsorships and cooperative marketing programs.
- F. Develops, in conjunction with the Board of Directors, downtown economic revitalization strategies that utilize the community's human and economic resources. Should become familiar with all persons and groups directly and indirectly involved in the downtown area.
- G. Assists the Board of Directors and committees in developing an annual action plan for implementing a downtown revitalization program focused on four areas: design/historic preservation; promotion and marketing; organization/management; and economic/business development. Develop programs to recruit and retain downtown merchant membership.
- H. Develops and implements on-going public awareness and education programs designed to enhance appreciation of the downtown area's unique character and assets. Uses speaking engagements and media interviews to keep the program in the public eye.
- I. Develops and maintains a database system to track the progress of the revitalization effort including documentation of job creation, business recruitment and retention, vacancy rate, reinvestment statistics, economic monitoring, individual building files, and photographic documentation of physical changes. Assess the management capacity of Crowley's downtown district and encourage improvements in the downtown community's ability to carry out joint activities such as cooperative advertising, marketing, appropriate store hours, special events, business assistance, business recruitment, and parking management.
- J. Coordinates joint promotional events, such as festivals or business promotions, to improve the quality and success of events and attract people to downtown; work closely with local media to ensure maximum coverage of all downtown activities; encourage design excellence in all aspects of promotion in order to advance an image of quality for the downtown area.
- K. Helps to build strong, collaborative, and productive relationships with public agencies at the local and state levels.
- L. Represents the organization to important constituencies at the local, state, and national levels. Attend State and National Conferences as required for state and national accreditation.
- M. Attends a variety of meetings and committees in addition to the Crowley Main Street Board of Director's meetings, including city governing bodies and community focused organizations.
- N. Directs, coordinates and implements all marketing and social media activities.
- O. Performs other duties as assigned by the Board.

#### **KNOWLEDGE, SKILLS AND ABILITIES:**

- Must have excellent oral and written communication skills.
- Must be a dynamic self-starter and be able to function effectively in an independent environment.
- Must have knowledge of social media platforms and be able to manage the organization's social media presence.
- Ability to read, analyze, and interpret common professional journals, financial reports and legal

documents.

- Ability to respond to inquiries or complaints from citizens, regulatory agencies, city officials, and members of the business community.
- Knowledge of principles and procedures of federal and state grant administration and management of grant sources and related requirements.
- Strong writing skills, as it relates to grants, monthly reports, press releases, social media, etc.
- Must possess effective interpersonal skills, including conflict resolution skills.
- Ability to work with a wide variety of internal and external customers, citizens and officials.
- Supervisory skills is desirable.
- Display a high degree of sound business judgement and ethical conduct.
- Ability to maintain harmonious and effective working relationships with peers, city officials, community organizations, businesses and community partners.
- Must possess strong computer skills using Microsoft's Word, Excel, Power-Point, and Publisher.
- The ideal candidate will have experience with website, social media management and graphic design applications.

#### **EDUCATION AND EXPERIENCE:**

Graduation from an accredited four-year college or university with a BS or BA degree in the area of public relations, marketing, business, community planning or related field is preferred.

Experience in one or more of the following areas: public relations, marketing, economic development, finance, fundraising, downtown revitalization, community planning, business administration, nonprofit administration and/or small business development is preferred.

#### **HOW TO APPLY:**

To apply, please email resume and cover letter to [info@crowleymainstreet.org](mailto:info@crowleymainstreet.org) by Friday, May 5 at 5PM. Position will remain open until filled.