

## JOB DESCRIPTION

**Job Title:** Main Street Manager

**Department:** Programs

**Reports To:** Executive Director

### Description Summary

The Main Street Manager is a full-time position, responsible for the successful development of the businesses along Belair-Edison Main Street corridor. This position is responsible for the activities required by the designated Main Street grant awarded by National Main Street and Community Development Block Grant. The MS Manager reports to the Executive Director and will develop and maintain a deep knowledge of the local business landscape of Main Street corridor, relevant policy issues, programs, operations, and the approved work plan. They are responsible for management and development of relationships with key stakeholders in the corridor to include business owners, residents, nonprofit leaders, government leaders and community leaders. They will work with the community stakeholders to develop the Main Street Neighborhood Strategy Committee and a corridor wide strategic plan. The MS Manager, stewards the relational and programmatic development of the designated Main Street program following the approved work plan to achieve the outlined objectives; operating at all times in a transparent, inclusive, ethical and sustainable manner.

### Responsibilities

To perform this job successfully, an individual must be able to perform each essential duty fully. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The following duties and responsibilities are those considered to be essential but do not represent all job functions that may be required to be performed by this position. Other comparable duties and responsibilities may be assigned as needed. **Early morning, evening and weekend work required as determined by operational needs or assigned. Also, independent transportation is a must.**

### Management

- Oversee all projects and services related to the Main Street program
- Develop and Manage all required Main Street Committees
- Serve as project manager for any façade improvement projects along the business corridor
- Assist with management of cleaning and greening teams along the business corridor
- Develop and maintain a diverse and inclusive volunteer corps
- Manage the line items and programmatic expenses in accordance with the approved work plan and budget.

## **Relationships**

- Build and maintain strong relationships with business owners in the corridor
- Develop a diverse network of stakeholders including business owners, nonprofit leaders, government leaders, faith leaders, schools, and residents
- Develop a network of resources to assist in priority areas such as technical assistance, direct services, and government relations
- Manage relationships with reputable contractors to retrieve renderings, estimates, and work proposals needed for façade and capital improvement projects
- Manage consultants providing technical assistance and services to businesses in the corridor
- Attend all Baltimore Main Street Managers Meetings and trainings
- Will log at least 2 business consulting meetings along the business corridor weekly
- Schedule & facilitate a minimum of 1 business district meeting per quarter

## **Data Collection and Reporting**

- Ensure meaningful, measurable goals are set for each Main Street initiative;
- Maintain up to date database of Main Street businesses in Salesforce
- Ensure that data is gathered and properly collected, stored, analyzed in the Salesforce platform for all staff and consultants interacting with Main Street businesses and partners
- Report monthly on the impacts and achievements of the Main Street program using these data to the Executive Director and Main Street and CDBG as appropriate.

## **Events**

- Work to plan, promote and execute events;
- Ensure events are used as an opportunity to bring together all segments of the Main Street corridors population, gather data on participants, on current and prospective members.
- Cross promote the Main Street corridor across the City in collaboration with other local Main Street Organizations

## **Communication**

- Oversee internal and external communications regarding the Main Street program, including its webpage, social media, print and online publications
- Develop and maintain communications plan, schedule and editorial calendar, to include content for quarterly resident and business newsletters
- Create an email group and submit business highlights newsletter quarterly
- daily activity on social media , timely updating of BENI website Main Street program page;
- regular outreach to non-members through other business organizations and publications
- Seek opportunities BENI to be a partner or sponsor with other organizations' events, particularly those which serve segments of the local business community

## **Grants Management**

- Provide updates on BRNI projects to Deputy Director and Grants & Development Specialist
- Identify grant opportunities that align with resident engagement and small business development
- Provide narrative for grant proposals focused on program areas
- Work with the Committees and Executive Director to develop a fundraising for planned activities
- Work with Grant Development Specialist to find opportunities to solicit private and public-sector support, in the form of grants, gifts, donations, and contracts

- Build relationships with donors and donor groups who work in areas related to BENI's Main Street mission and initiatives
- Develop relationships to encourage individual giving
- Maintain donor lists in Salesforce

### **General**

- Attend all group and program staff meetings and trainings
- Active member of the Programs Team
- Performs all other duties as assigned
- Independent transportation is a must
- Ability to work with volunteers as needed and abide by the conflict of interest and confidentiality policies of the program.

### **No SUPERVISORY RESPONSIBILITIES**

### **QUALIFICATIONS**

- To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

### **EDUCATION and EXPERIENCE**

- Master's degree preferable, however, a Bachelor's degree in real estate, marketing, communication, organizing, or related field and three years' experience is acceptable. A non-degreed professional with seven years or more experience may be considered.

### **LANGUAGE and COMMUNICATION SKILLS**

- Strong written and oral communications skills are a must. Must have an ability to read, analyze, and interpret an array of data and procedures. Must have an ability to write reports and business correspondences. Must have ability to effectively and persuasively present information and respond to questions from groups of managers, residents, clients, customers, home seekers, and the general public. Must have excellent social skills with an ability to quickly build rapport with potential home buyers and other target audiences.

### **SKILLS**

- Basic math skills
- Must be proficient in all Microsoft Office applications; familiarity with Adobe Creative Suite a plus.

### **REASONING ABILITY**

- Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret and deal with several abstract and concrete variables.

### **PHYSICAL DEMANDS**

- The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle, or feel; and talk or hear. The employee frequently is required to stand. The employee is occasionally required to walk; reach with hands and arms; and stoop, kneel, crouch,

or crawl. The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision, and distance vision.

- The employee will need to be able to provide or coordinate his/her own transportation.

**WORK ENVIRONMENT**

- The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- The noise level in the work environment is usually moderate.