



## JOB DESCRIPTION: Main Street Manager

### **General Statement of Duties:**

The Oil City Main Street Program is hosted by the Oil Regional Alliance of Business, Industry Tourism, a non-profit 501c(3) that operates in partnership with the City of Oil City. The Main Street Manager coordinates activities within a downtown or commercial district revitalization program that utilizes historic preservation as an integral foundation for downtown economic development. The Manager is responsible for the development, conduct, execution, and documentation of the Main Street Program. The Manager 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 Manager should help guide the organization as its objectives evolve.

There are four general work elements that guide this approach to downtown revitalization.

- Organization of downtown interests in a unified manner working towards common end objectives.
- Approach design issues, a means to create or preserve an attractive and sympathetic physical setting and using proper preservation techniques.
- Coordination of promotional activities to attract new economic life and develop new vigor in the community.
- Structure of economic opportunities through reuse of existing buildings and underutilized space, attracting new business opportunities and development of viable marketplace enterprises.

### **Examples of Essential Duties and Responsibilities:**

- Coordinate the activity of the Main Street program committees, ensuring that communication among committees is well established.
- Manage all administrative aspects of the Keystone Communities Main Street program, including purchasing, record keeping, budget development, preparing all reports required by the Main Street program and the PA Downtown Center.
- Develop, in conjunction with the Main Street program's Steering Committee, downtown economic development strategies that are based on historic preservation and utilize the community's human and economic resources.
- Work with property owners, realtors, developers, and businesses to attract and encourage property development/businesses opening in the Main Street District.
- Create partnerships and serve as a liaison between the City of Oil City, community development organizations, the business community, and the program.
- Develop and conduct on-going public awareness and education programs designed to enhance appreciation of the downtown's assets and to foster an understanding of the Main Street program's goals and objectives.



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- Lead Main Street promotional events, and assist with other joint community events such as festivals or business promotions, to improve the quality and success of events and attract people to the downtown; works closely with local media to ensure maximum coverage of promotional activities.
- Develop and maintain funding sources and strategies, sponsorships, fundraising, advertising opportunities and grant writing to expand revenue base.
- Coordinate and recruit an active volunteer force, facilitating onboarding and communication with that force.
- Meet the qualifications of the National Main Street Center and PA Downtown Center through participation in trainings, meetings, and conferences.
- Collaborate with the City of Oil City by attending City staff and Council meetings.
- All other duties as assigned.

### **Performance Requirements:**

- **Knowledge, skills, and abilities:** Exceptional organizational, interpersonal, writing, research, public speaking, and communication skills. Excellent computer skills in Microsoft Office, Google Suite, Website management, and social media.
- **Education:** Bachelor's degree in business administration, marketing, communications, community planning, non-profit management or related field. Equivalent experience will be considered.
- **Experience:** Previous leadership, small business development, fundraising/grant writing, and project management experience.

**Reports to:** The President/CEO of the Oil Region Alliance of Business, Industry, and Tourism (ORA) and abides by the policies and procedures of the ORA.

**Status:** This is a full-time, 40-hour-per-week salary exempt position.

**Hours:** Core hours are Monday – Friday, 8:30 am – 4:30 pm. Hours will include nights and weekends as necessary for meetings and program events, with the ability for flex time.

**Salary Range:** \$37,000 - \$47,000 commensurate with education and experience

**The Oil Region Alliance is an Equal Opportunity Employer (EOE).**