

## **Uptown Partnership**

### **Executive Director Job Description**

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#### **Who We Are:**

**Uptown Partnership is a newly-formed, stakeholder-led historic commercial district revitalization organization that follows the Main Street Approach to attract investment and renewal in Martinsville, VA.**

**The active board has been successful in securing support from the community, including the City and County governments and the Harvest Foundation and is currently developing a comprehensive Vision Forward for the community.**

#### **Work Objectives**

The Uptown Partnership executive director coordinates activities within the Uptown Martinsville commercial district revitalization program that utilizes the national Main Street Approach as an integral foundation for uptown economic development. He/she is responsible for the development, conduct, execution, and documentation of the organization and its programs. 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.

Uptown Partnership is leading a comprehensive Community Visioning process, based on past consultant reports and adapting to today's economies. The successful candidate will be someone that will be able to help complete this process without reconsidering all the past efforts, but lead with excitement as the community implements its Transformation Strategies. In addition, the program director should help guide the organization and community as its objectives evolve.

#### **Full Range of Duties to be Performed**

The director should carry out the following tasks:

- Coordinate the activity of the Uptown Partnership program committees, ensuring that communication among committees is well established; assist committee volunteers with development and implementation of work plan items.
- Manage all administrative aspects of the Uptown Partnership, including purchasing, record keeping, budget development, accounting, preparing all reports required by the Virginia Main Street program and by the National Main Street Center, assisting with the preparation of reports to funding agencies, and supervising employees or

consultants.

- Develop, in conjunction with the Uptown Partnership's board of directors, uptown economic development strategies that are based on the Main Street Approach and utilize the community's human and economic resources. Become familiar with all persons and groups directly and indirectly involved in the Uptown. Mindful of the roles of various uptown interest groups, assist the Uptown Partnership's board of directors and committees in developing an annual action plan for implementing a uptown revitalization program focused on four areas: design; promotion; organization; and economic vitality.
- Develop and conduct ongoing public awareness and education activities designed to enhance and promote an understanding and appreciation of Uptown Martinsville's assets and foster an understanding of Uptown Partnership's organizational goals and objectives. Use speaking engagements, appropriate social media, traditional media opportunities, interviews, and any other sources, including small group and one-to-one interactions to keep the organization and its activities and successes in the public eye.
- Assist individual tenants or property owners with physical improvement project through personal consultation or by obtaining professional design consultants; assist in locating appropriate contractors and materials; provide advice and guidance on necessary financial mechanisms for physical improvements.
- Assess the management capacity of major uptown organizations and encourage improvements in the uptown community's ability to carry out joint activities such as promotional events, advertising, appropriate store hours, special events, business assistance, business recruitment, parking management, and so on. Provide advice and information on successful uptown management. Encourage a cooperative climate among uptown interests and local public officials.
- Advise uptown merchants' organizations and/or chamber of commerce retail committees on Uptown Partnership 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 uptown; 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 uptown.
- Help build strong and productive relationships with appropriate public agencies at the local and state levels.
- Utilizing the Main Street program format, develop and maintain data systems to track the progress of the Uptown Partnership. These systems should include 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.
- Develop and maintain relationships with regional and local developers and potential investors in Uptown properties to help drive initiatives focused on housing stock, community economic development, and launching community businesses.

### **Resource Management Responsibilities**

The program director supervises any necessary temporary or permanent employees, as well as professional consultants. He/she participates in personnel and project evaluations.

The program director maintains Uptown Partnership records and reports, establishes technical resource files and libraries, and prepares regular reports for the Virginia Main Street program and the National Main Street Center.

The executive director monitors the annual program budget and maintains financial records.

### **Experience, Job Knowledge and Skills Required**

The executive director should have experience leading Main Street revitalization organizations of rural towns/cities with population over 10,000 people but not exceeding 75,000.

The program director should have education and/or experience in several of the following areas: commercial district management, economics, finance, public relations, planning, business administration, public administration, volunteer or non-profit administration, architecture, and/or small business development.

The program director must be sensitive to local design and preservation issues and must understand the issues confronting uptown businesses, property owners, public agencies, and community organizations.

The director must be entrepreneurial, collaborative, energetic, imaginative, be able to creatively solve problems, well organized and capable of functioning effectively in an independent environment.

The director must possess strong people and relationship skills. Excellent written and verbal communication skills are essential.

### **Ongoing Performance assessments**

The program director shall meet periodically with the Board president to review performance against the director's job description. Annually the Board President will solicit performance input from partnering organizations, Virginia Main Street staff, significant funding sources, and the residential and business community within the Uptown district.