

Warrensburg Main Street, Inc. Executive Director

Downtown Warrensburg is the economic, social, and cultural heart of the community. The Warrensburg Main Street, Inc. (WMS) Executive Director will lead the continued revitalization and growth of our historic downtown. This position will be best filled by a true Jill, or Jack-of-all-trades capable of managing a complex and comprehensive approach to program and partnership development.

The Mission of WMS is to promote, improve, and preserve the unique character and economic vitality of downtown Warrensburg, while embracing our growing community. Our passionate vision is the continued economic growth and betterment of our historic downtown and community.

Work Objectives:

The WMS Director coordinates activities within a central business district revitalization program that utilizes historic preservation as an integral foundation for commercial development. The Director is the principal on-site staff person responsible for coordinating all program activities and volunteers, as well as representing the community locally, regionally, and nationally as appropriate. In addition, the Director should help guide the organization as its objectives evolve.

Resource Management Responsibilities:

The Main Street Director maintains the Warrensburg Main Street program records and reports, establishes technical resource files and libraries, and prepares regular reports for the City of Warrensburg, the Missouri Main Street Connection and the board of directors. The Director monitors the annual program budget and maintains financial records.

Job Knowledge and Skills Required:

The Director should have education and/or experience in one or more of the following areas: commercial district management, economics, finance, public relations, event planning, planning, business administration, public administration, retailing, volunteer or non-profit administration, architecture, historic preservation, fundraising, and small business development.

The Director must be sensitive to design and preservation issues and must understand the issues confronting Warrensburg and Johnson County business people, property owners, public agencies, and community organizations. The Director must be entrepreneurial, energetic, imaginative, well organized and capable of functioning effectively in an independent environment. Excellent written and verbal communication skills are essential. Supervisory skills are desirable.

Minimum Requirements:

- Skills and experience must conform substantially to the above description
- Undergraduate college degree (may substitute job experience)
- Proficiency in Microsoft Office (Excel, Word, Power Point, Outlook, Publisher)
- Proficiency in Google Drive (shared docs, calendars)
- Social Media skills
- Website Management

Helpful Skills:

He/she shall understand the issues confronting business owners/managers, property owners, public agencies and community organizations in a small city and must have an affinity for customs, traditions, and virtues of small town life. He/she must be able to work well with a wide range of personalities, be entrepreneurial, energetic, imaginative and a mature organizer capable of functioning effectively in a very independent situation.

Other helpful skills include:

1. Database management
2. Familiarity with photography, graphic design, website design
3. Grant writing / application experience
4. Event Brite, Canva, Mail Chimp

Range of Duties to be performed:

- Coordinate the activity of the WMS program committees, ensuring that communication among committees is well established; assist committee volunteers with implementation of workplan items on the National Main Street 4 Point Approach.
- Manage WMS Staff that may include an Events Coordinator, Volunteer Coordinator / Program Administrator and bookkeeper.
- Manage specified administrative aspects including purchasing, record keeping, budget adherence, report preparation required by the City of Warrensburg, Missouri Main Street Connection coordinating program and by the National Main Street Center; and assisting with the preparation of reports to contributors.
- Work with WMS Board of Director representative on grant preparation and development.
- Develop economic development strategies for the central business district that are based on historic preservation and utilize the community's human and economic resources.
- Become familiar and communicate regularly with all persons and groups directly and indirectly involved in the central business district. Continue to Build and maintain financial partners written and personal correspondence.
- Being mindful of the roles of various central business district interest groups, assist the WMS board and committees in developing an annual work plan for implementing a central business district revitalization program focused on four areas: design/historic preservation; promotion and marketing; organization/management; and economic vitality.
- Develop and conduct on-going public awareness and educational programs designed to enhance appreciation of the central business district's assets and to foster an understanding of the WMS program's goals and objectives. Use speaking engagements, media interviews, and personal appearances to keep the program in the public eye.
- Assess the management capacity of major central business district organizations and encourage improvements in the 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 central business district management.
- Encourage a cooperative climate among central business district interests and local public officials.

Continue to enhance partnerships among the 15 plus agencies WMS works with throughout the community to promote program activities and goals; help coordinate joint promotional events, as appropriate, such as festivals or business promotions, to improve

the quality and success of events and attract people to the central business district; 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 central business district.

- Help build strong and productive relationships with appropriate public agencies at the local, regional and national levels.
- Utilizing the Warrensburg Main Street program format based on the National Main Street 4-Point Approach, develop and maintain data systems to track the progress of the program. These systems should include economic monitoring, individual building files, photographic documentation of physical changes, and statistics on job creation and business retention, expansion, and recruitment.
- Represent the community to important constituencies at the local and national levels, as appropriate. Speak effectively on the program's directions and work, mindful of the need to improve local and national economic development policies as they relate to commercial districts.
- Partner with the Volunteer Coordinator (when applicable) or at times, directly recruit, direct and reward volunteers.
- Be willing to work nights, weekends, and evenings as applicable to accomplish the job.