



Union Square Main Streets Executive Director, Job Description

MISSION

Union Square Main Streets works collaboratively to actively support a vibrant neighborhood by preserving the character and advancing the economic strength of the Union Square business district and community.

BACKGROUND

USMS was founded in 2005 when residents and business owners came together with representatives of the city government to revive their neighborhood as a commercial and community center. Since then, USMS has launched and grown signature programs including the Union Square Farmers Market and the annual Fluff Festival, and helped dozens of new businesses open in what is now a nationally recognized creative hub. Meanwhile, the Massachusetts Bay Transit Authority (MBTA) has broken ground on the long-awaited Green Line Extension, which will significantly improve public transit access between Union Square and downtown Boston. The MBTA anticipates opening a Green Line station in Union Square by 2021. Also, the City of Somerville had created a redevelopment plan for Union Square and retained a Master Developer to guide the process.

FUTURE

The many changes that will occur in Union Square bring with them uncertainty and opportunity. Real estate prices are rising, and much effort is needed to retain the character of the Square and to support and retain our very rich and diverse local businesses. At this time of rapid transformation, USMS commits to continue to:

- Support existing businesses to ensure they can thrive in this changing environment
- Facilitate the opening of new businesses that enhance the quality of life in Union Square
- Promote development and execute activities and initiatives that increase pedestrian traffic through the Square, particularly during the day time
- Engage business owners, landlords, residents, and city representatives in collaborating and facilitating in protecting the current character and diversity of the commercial sector, as well as its economic strength.

THE ROLE

Reporting to the USMS Board of Directors, the Executive Director is responsible for the day-to-day operations of USMS and serves as an external champion, organization builder, relationship builder, and internal manager during this period of exciting growth and change.

The Executive Director's major responsibilities include:



Provide strategic vision and leadership

- Work with the Board of Directors and key stakeholders and partners to:
 - Develop strategies focused on facilitating economic development that benefit existing and new businesses alike;
 - Engage key stakeholders – business owners, landlords, residents, and city officials – in solutions-oriented collaborations designed to serve the betterment of Union Square;
 - Consider how the mission and focus of USMS should change given the evolving circumstances of Union Square, in particular, and cities, urban living, and business sustainability, in general; and
 - Ensure the growth and sustainability of current USMS programs, activities, and initiatives.
- Identify and secure new funding opportunities, including grants, unrestricted funds, earned income and a reserve to ensure adequate budget support and long-term sustainability of USMS.

Community Engagement and Partnerships

- Build and leverage committed and long-lasting relationships among all stakeholders, including current and prospective local business partners, community groups, the Mayor, appropriate legislators and policy makers;
- Successfully plan and execute the Fluff Festival (What the Fluff?);
- Assist property owners and businesses with business improvements and navigating the permitting process;
- Serve as principal spokesperson and representative for USMS in promoting initiatives, priorities, and accomplishments;
- Ensure that stakeholders have a clear sense of the USMS mission and objectives;
- Increase our visibility through outreach, dialog, strategic partnerships, and the media;
- Provide support for the weekly farmers market;
- Ensure compelling and consistent branding and marketing of USMS to raise the organization's profile, reach new audiences and further engage participants; and
- Further develop the external communications and social media strategy.

Organizational Leadership

- Manage daily operations, oversee all aspect of business and finances to achieve goals and objectives, ensure compliance to financial policies and procedures, and maintain internal fiscal controls;
- Create and monitor annual budget;
- Working with the Board, oversee the strategic planning process and implement programs that further the plan;



- Manage staff and interns;
- Steward the financial position of USMS through sound financial practices and fundraising; and
- Oversee policies, practices, and systems that positively impact USMS and the community.

Candidate Profile

- Three to five years of experience working in business or non-profit setting;
- Strong leadership and organizational skills;
- Understanding of and passion for the community, business, and civic landscape; responsive to small business and community needs; proactive in partnering with people from all sectors (local businesses, nonprofit agencies, local government and residents)
- Superior people skills (**interpersonal skills**) and broad cultural competency;
- Evidence of leading through change with positive outcomes; effective in changing, dynamic settings;
- High level of self-motivation and initiative; excellent communications, public speaking and presentation skills;
- Excellent office and administrative skills;
- **Proficiency in Microsoft Office Suite and Google Drive**
- Experience working with non-profit boards;
- Previous experience in community and small business economic development, volunteer management, or community organization;
- Portuguese, Spanish, Haitian Creole language skills a plus; and
- Experience or training in architecture, urban planning, transportation, or related fields also a plus.
- Availability for some weekend and evening work as needed.
- Bachelor's degree required.

Salary

\$50,000 to \$65,000 annually plus benefits

Union Square Main Streets is an Equal Opportunity Employer

Application process

Send cover letter and resume to jobs@unionsquaremain.org (please, no phone calls).