

Job Title: Boonsboro Main Street Manager

Department: Boonsboro Town Alliance (BTA)

This position is responsible for planning, marketing, promoting, and implementing downtown and community development programs. The position plans and leads special events and other community programs. Reporting to the BTA, the position works with the BTA/Main Street board of directors, other volunteer groups, and other event organizers throughout the city.

Examples of Work: The following duties are normal for this position. These are not to be construed as exclusive or all-inclusive. Other duties can be required and assigned.

- Develops, conducts, and documents the work program of the BTA/Main Street program. Leads or assists in the coordination of joint promotional events, seasonal festivals, or cooperative retail promotional events in order to improve the quality and success of events to attract patrons' downtown.
- Prepares and submits reports required by the state of Maryland or national Main Street Program. Assists the board of directors and committees in developing an annual action plan for implementing a downtown revitalization program focused on four areas of design, promotion, organization, and economic restructuring and development.
- Maintains positive and productive relationships with all persons and groups directly or indirectly involved in the downtown commercial district. Develops and conducts the ongoing public awareness and education program designed to enhance appreciation of the downtown's architecture and other assets and to foster an understanding of the Main Street program's goals and objectives. Actively facilitates downtown beautification projects.
- Develops annual operating and program budgets for board approval. Manages operation revenues and expenditures within approved annual funding.
- Represents the city with other commercial developments and business owners who may be located outside of the downtown area, and assists businesses with promotion and development to further the goals and programs of the city. Communicates the city's goals and programs through speaking engagements, media interviews, appearances, while keeping the city's efforts visible in the community.
- Plans and coordinates all aspects of the events of the Main Street Program including other required essential city departments.
- Job Description MAIN STREET MANAGER

Desirable Knowledge, Skills, and Ability: Knowledge of: Economic development principles and practices; knowledge of business development principles including marketing. Thorough knowledge of local zoning regulations and procedures; basic geography of the City of Boonsboro. Knowledge of various software packages including Microsoft Office. Knowledge of budgeting and financial reporting procedures. Skills in: Oral and written communication. Computer skills and abilities to include Microsoft Office (Word, Excel, and PowerPoint), and Internet and website searches. Researching and interpreting rules, regulations, and codes. Skills in educating, training, and supervising volunteers. Skill in prioritizing and organizing work. Ability to: Maintain accurate records, to prepare clear and concise reports, and to make effective presentations. Ability to establish and maintain productive working relationships with others.

Ability to communicate effectively in writing and orally. Ability to work independently without close supervision, as well as with a team, and to follow through to task completion. Ability to explain, interpret, and enforce codes and regulations firmly, tactfully, and impartially. Ability to manage multiple tasks, and to be flexible in changing priorities. Ability to manage time such that deadlines are met.

Minimum Qualifications/Training and Experience Requirements: The following standards express the minimum background of training and experience DESIRABLE as evidence of an applicant's ability to qualify for this job title. Other training or experience, if evaluated as equivalent, may qualify an applicant for a job of this title.

Minimum Requirements: At least three years' experience in business management, tourism, retailing, marketing, public administration, or other closely related field in economic or community development. High School Diploma or equivalent and valid Maryland driver's license with a safe driving record. Must be able to work 20-25 hours per week. This may also require some extra (paid) time if needed for planned events.