

## **JOB DESCRIPTION**

**JOB TITLE:** Executive Director, Great American Downtown

**JOB OVERVIEW:** Working under the administration of the Board of Directors the Executive Director manages all operations, staff, and projects within a downtown revitalization program to promote economic development and further the mission of Great American Downtown

### **JOB RESPONSIBILITIES:**

#### **Strategic Planning**

- Work with the board to form annual strategic goals in the following areas: events, marketing initiatives, and beautification programs
- Oversee the budget and manage the production of all events

#### **Marketing & Public Relations**

- Maintain high levels of visibility for the organization, its events, and the downtown stakeholders through marketing and engagement endeavors including but not limited to: press releases, e-newsletter blasts, social media, speaking engagements, media interviews, and attendance at networking events
- Oversee a variety of ongoing marketing programs

#### **Beautification Projects**

- Identifying areas in need of beautification work

#### **Administration, Operations, and Management**

- Supervise support staff which may include full time event specialist, interns, and volunteers. This includes recruiting and sustaining an active volunteer force and regular rotation of interns
- Manage all administrative aspects, including development of annual budget, submission of monthly budget updates, and bill payments

#### **Relationship Building**

- Regular communications with downtown stakeholders which include property owners, merchants, residents, City officials, and area residents
- Create and or strengthen partnerships with appropriate public agencies at the local, regional, state, and national levels
- Participate in appropriate community organizations/networking events such as Chamber of Commerce programs, Rotary, etc.

#### **Development & Fundraising**

- Secure major sponsorships for the organization's five signature events
- Deliver return on investment to all stakeholders
- Recruit and renew memberships
- Engage and build relationships with all stakeholders and potential sponsors
- Ongoing assessment, evaluation, and improvement of effectiveness of membership and sponsorship benefits
- Research and apply for grants for various programs

### **QUALIFICATIONS:**

- Must have at least 5-10 years of professional marketing AND business/community event experience
- Must be an effective fundraiser working with sponsors and members at all levels (\$50 to \$25,000+)
- Able to work a flexible full-time work week, which includes 1 or 2 morning or evening meetings per week and occasional weekend hours
- Administrative experience
- Nonprofit experience
- Must be a self-starter and have excellent organizational skills
- Strong oral and communications skills along with strong web editing skills and social media experience
- Knowledge of downtown issues and opportunities
- Strong knowledge of budgets and introductory knowledge of QuickBooks
- Willingness to be hands on (this is a small office and everyone needs to pitch in)
- Ability to work effectively with a variety of personalities.

- Grant writing experience preferred
- Website management experience
- Constant Contact proficiency
- Familiarity with HUD

**EDUCATION:** Bachelor's Degree required, Master's preferred. Marketing, communications, business, or public administration concentration preferred.

**SEND COVER LETTER AND RESUME TO:**

Great American Downtown

ATTN: Executive Director Search

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Nashua, NH 03060

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