



**EXPERIENCE THE
HEART OF KENDALLVILLE
MAIN STREET MANAGER
JOB DESCRIPTION**

JOB SUMMARY

The Main Street Manager is a full-time, salaried position that reports to the Kendallville Main Street Board of Directors. The Main Street Manager is the primary face of the organization and is a visible and vocal advocate for downtown Kendallville. This includes coordinating strategy, overseeing operations and staff, and assuring financial performance within budget parameters. This position is responsible for ensuring Kendallville Main Street becomes a nationally accredited main street. This position is also responsible for securing public and private funding and advancement of downtown Kendallville through implementation and focus on 1) Organization; 2) Promotion; 3) Economic Development; 4) Design; and 5) Engagement of all downtown small businesses.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Organizational

- Assists in development of goals, core strategies and vision for the Main Street organization.
- Serves as the Main Street organization's chief fundraiser. Works with the board to pursue funding from both public and private sources including grants.
- Works with the Treasurer to assure the organization has adequate resources to fund activities that further the mission of the Main Street organization. This includes managing the fiscal affairs of the organization such as: budgeting, monitoring, managing bill pay, and reporting of financial data that ensures a proper accounting of funds as established by an accountant.
- Works with the Kendallville Redevelopment Commission on ideas for downtown redevelopment and improvement.
- Develops and maintains relationships with the city, local economic development organizations, the Visitor's Bureau, the Chamber of Commerce, the Office of Community and Rural Affairs (OCRA), downtown merchants, and other partner organizations.
- Evaluates outcomes to document the results of the Main Street's work and to satisfy the organization's accountability to its mission, constituents, and funders.
- Reports semi-annually to Kendallville City Council and Kendallville Redevelopment Commission.
- Manages all Main Street employees and volunteers.

Promotional

- Serves as Kendallville Main Street's chief spokesperson.
- Solicits and coordinates volunteer support.

- Cultivates and manages the understanding of the Main Street's role among downtown businesses, local special events, community leaders, government representatives, and the community at-large.
- Oversees the design, marketing, promotion, delivery, and quality of programs and services for downtown Kendallville.
- Promotes Main Street merchants and events.
- Develops a marketing and communication plan.

Economic Development and Design

- Maintains information systems to include a database of downtown property and business owners and pertinent market characteristics.
- Actively supports and recruits new businesses, including developing and following up with leads.
- Establishes and maintains relationships with businesses, business owners, brokers, landlords, and building owners.
- Assists with downtown business needs, serving as an advocate when necessary.
- Connects downtown building and business owners to various grant and business assistance programs.
- Maintains up-to-date and in-depth knowledge of trends, techniques, and best practices of downtown development in the areas of streetscape, housing, retail and office facilities, as well as downtown promotional activities.

REQUIREMENTS

Education:

- 4-year degree or equivalent work experience in business

Experience:

- 1-year event planning or equivalent work experience
- 1-year grant writing or fundraising experience

Special Skills:

- Must have excellent written and verbal communication skills
- Must be professional and courteous at all times
- Must be self-motivated with strong interpersonal and organizational skills
- Must have a flexible schedule based on event needs
- Preferably exhibits initiative to grow professional knowledge by attending appropriate conferences, meetings, and training sessions
- Previous experience in Main Street development is a bonus