

Claremore Main Street Program Director Job Description

The *Main Street Program* is a comprehensive program that requires many skills. The program director is responsible for the development, facilitation, implementation and documentation of the program. A program director is the principal on-site staff person responsible for coordinating all local project activities.

The director must be entrepreneurial, energetic, creative, organized and capable of functioning effectively in independent situations. He/She must possess excellent communication skills and be able to develop and maintain positive relationships.

Job Knowledge and Skills Required:

1. The program director should have education and/or experience in one or more of the following areas: historic preservation, public relations, design, journalism, event planning, volunteer or nonprofit administration and/or small business development, with special emphasis on traditional, web and social media marketing.
2. The program director must understand the issues confronting downtown business and property owners, public agencies and community organizations.
3. Excellent verbal and written communication skills are essential with proficiency in Windows and Microsoft Office. Ideal candidates would have experience or willingness to acquire skills with Adobe Photoshop and InDesign as well as QuickBooks.
4. Supervisory skills are desirable.

The Program Director is Responsible for the Following:

1. Coordinate the Main Street program committee activity, ensuring communication between committees is well established; assist committees with implementation of work plan items.
2. Develop and implement (along with the Board), a strategic plan focused on transitional future growth in downtown Claremore to align with the Comprehensive Master Plan and Sub Area plans as approved by City of

Claremore.

3. Develop and conduct public awareness and education programs designed to enhance appreciation of downtown's architecture and other assets.
4. Market the program and its goals and objectives continually in the public eye through speaking engagements, radio and television appearances, newspaper interviews and social media presence.
5. Advise individual tenants and property owners with physical improvements to property through personal consultation or through professional design consultants. Support improvements through local, state and federal grants and Historic Tax Credits.
6. Assist property owners in acquiring/recruiting complementary businesses to the district to improve the overall climate per the Business Recruitment, Expansion and Retention Plan adopted by the Board of Directors.
7. Work with local organizations to undertake joint activities such as promotions, seasonal festivals, advertising, business recruiting, retail activities and more with the goal of improving the quality and excitement of events to attract people to Claremore and to downtown.
8. Work within private and public sector to obtain necessary funding for critical elements of the work program. These elements include design assistance, promotional publications, building rehabilitation and public improvements.
9. Maintain a good working relationship with community partners and with volunteers, coordinating their hours and other data required while continuing to assure they feel valued, utilizing their specific skills and talents.
10. Manage all administrative aspects of the *Main Street Program*, including purchasing, record keeping, budget development and accounting, preparing all reports required by the state Main Street organization and by the National Main Street Center, assisting with the preparation of reports to funding agencies. Supervising part-time employees or consultants.
11. Help build strong and productive working relationships with appropriate public agencies at the local and state levels. Represent the community and program at local, state and national levels. Speak effectively on the program's directional policies.
12. Maintain a system for monitoring changes in public and private investment in the downtown area, job creation, business retention, expansion and

recruitment, the creation of individual building files and thorough photographic documentation of all changes.

13. Ability to carry or transport materials from office to vehicle to event sites and ability to set up or coordinate physical arrangements as needed.
14. Possess valid Oklahoma Driver's License and automobile insurance covering Oklahoma's minimum requirements. Ability to utilize personal vehicle for reimbursed business travel outside Claremore city limits.
15. Ability to work flexible hours, including some weekends and evenings as well as occasional travel in and out of state.

Next Steps:

Salary will be commensurate with experience.

Claremore Main Street will begin reviewing resumes immediately. The position will remain open until filled. All resumes submitted by February 28 are guaranteed review.

Interested applicants should send a cover letter and resume to Vice President Ethan Groff at egroff@bankrcb.net. For questions, Groff can be reached at 918-342-7162.