



Executive Director Position Description Discover Downtown Washington

Position: Executive Director
Work Schedule: Variable
Status: Part-Time, up to 35 hours per week
FLSA Status: Non-exempt
Date Written: December 2024

Work Objectives

The Discover Downtown Washington executive director coordinates downtown revitalization activities within the designated downtown district, utilizing historic preservation as a foundation for downtown economic development. The executive director is responsible for the development, conduct, execution, and documentation required by the Indiana Main Street program. The executive director is the principal on-site staff person responsible for coordinating all program activities and volunteers. In addition, the executive director should help guide the organization as its objectives evolve.

Range of Duties to be Performed

The executive director will report to the board of directors and should carry out the following tasks:

- Coordinate the activities of the Indiana Main Street program pillar committees, ensuring that communication between the board of directors and committees is well established; assist committee volunteers with implementation of work plan items.
- Manage all administrative aspects of the organization, including purchasing, record keeping, budget development in conjunction with the board of directors, assist board of directors in preparing reports required by the Indiana Main Street program, assisting with the preparation of reports to funders and the board of directors.
- Develop, in conjunction with the Discover Downtown Washington board of directors, downtown economic development strategies that are based on historic preservation. Become familiar with all persons and groups directly and indirectly involved in the downtown. Mindful of the roles of various downtown interest groups, assist the Discover Downtown Washington board of directors and committees in developing an annual work plan for implementing a downtown revitalization program focused on four areas: design/historic preservation; promotion and marketing; organization/management; and economic vitality/development.

- Develop and conduct on-going public awareness and education programs designed to enhance appreciation of the downtown's assets and to foster an understanding of Discover Downtown Washington goals and objectives. Use speaking engagements, media interviews, and personal appearances to keep the program in the public eye.
- Collaborate with the Design Pillar Committee to assist individual tenants or property owners with physical improvement projects through consultation or by recommending professional design consultants; assist in locating appropriate contractors and materials; provide guidance on necessary financial mechanisms for physical improvements.
- Encourage improvements in the downtown community's ability to carry out joint activities such as promotional events, advertising, appropriate store hours, special events, business assistance, business recruitment, access to parking, and so on. Provide advice and information on successful downtown management. Encourage a cooperative climate among downtown interests and local public officials.
- Collaborate with the Promotion Pillar Committee to coordinate promotional events, such as downtown festivals or small business promotions, to improve the quality and success of events and attract people to downtown; work closely with local media to ensure maximum coverage of promotional activities; encourage design excellence in all aspects of promotion in order to advance a branding image of quality for the downtown district.
- Demonstrate a commitment to fostering a sense of belonging in the downtown district by developing inclusive messaging, hosting events that celebrate cultural diversity, shaping branding efforts, and implementing initiatives that ensure everyone feels welcome.
- Build and retain strong, productive relationships with appropriate public agencies at the local and state levels.
- Utilizing the Indiana Main Street program expectations, develop and maintain data systems to track the progress of Discover Downtown Washington. These systems should include economic monitoring, individual building files, photographic documentation of physical changes, and statistics on job creation and business retention.
- Be available to assist with the identification and recruitment of local and state resources to support capacity building for the establishment of additional downtown organizations throughout the Daviess County.
- Represent the community to important constituencies at the local, state, and national levels. Speak effectively on the program's directions and work, mindful of the need to improve economic development policies at the local and state level as they relate to commercial districts.

Resource Management Responsibilities

The executive director supervises any necessary temporary or permanent employees, as well as professional consultants and volunteers at organization events. He/she participates in personnel and project evaluations. The executive director maintains Indiana Main Street program records and reports, establishes technical resource files and libraries, and prepares regular reports for the Indiana Main Street program and downtown stakeholders. The executive director monitors the annual program budget and maintains

financial records.

Job Knowledge and Skills Required

The executive director should have education and/or experience in one or more of the following areas: marketing, event planning, commercial district management, economics, finance, public relations, planning, business administration, public administration, retailing, volunteer or non-profit administration, architecture, historic preservation, and/or small business development. The executive director must be sensitive to design and preservation issues and must understand the issues confronting downtown business people, property owners, public agencies, and community organizations. The executive director must be visionary, entrepreneurial, energetic, creative, well organized and capable of functioning effectively in an independent environment. Excellent written and verbal communication skills are essential. Proficiency in the following computer applications is preferred: Word; Excel; and Canva. Proficiency in WIX is desired, but not required. Experience with grant seeking, grant writing, and non-profit fundraising is preferred.

Applicant/Employee Acknowledgement

The job description for the position of Executive Director for Discover Downtown Washington describes the duties and responsibilities for employment in this position. I acknowledge that I have received this job description and understand that it is not a contract of employment. I am responsible for reading this job description and complying with all job duties, requirements and responsibilities contained herein, and any subsequent revisions.

Is there anything that would keep you from meeting the job duties and requirements as outlined?

Yes _____ No _____

Applicant/Employee Signature

Date

Print or Type Name

Discover Downtown Washington is an Equal Opportunity Employer. We are committed to creating an inclusive environment for all employees and candidates, and do not discriminate based on race, color, religion, gender, sexual orientation, national origin, age, disability, veteran status, or any other protected characteristic.