



EXECUTIVE DIRECTOR JOB DESCRIPTION



ABOUT THE SOLUTION CENTER

The Main Street Solution Center is a free access portal to resources for communities and organizations working to revitalize and strengthen their local economies. The Solution Center's curated resources are designed to help guide and inspire local leaders and advocates as they navigate the complexities of downtown and neighborhood business district revitalization and economic growth.

ABOUT THE PARTNERSHIP

This Main Street Solution Center publication was underwritten by Michigan Main Street and Main Street Iowa. Their generous support demonstrates a shared vision and ongoing commitment to freely share knowledge, experience, tools, and best practices to fuel revitalization and economic growth in their own communities, and in locales spanning the nation.



ABOUT THE CREATORS

Leigh Young, AICP is Senior Main Street Specialist with Michigan Main Street and a driving force behind the creation of the Main Street Solution Center. Her deep passion for planning, placemaking, community engagement, and sustainable urban development is evident in her work to advance the cause for revitalization and economic development in downtown and neighborhood business districts across Michigan.

Jay Schlinsog, CMSM is the owner of Downtown Professionals Network (DPN), a Franklin, TN-based firm specializing in innovative, market-driven downtown and business district revitalization and economic development solutions. He brings more than thirty years of experience gained while serving as chief executive with chamber and district management organizations, and through his work with communities and organizations across the United States.

Ben Muldrow is a partner at Arnett Muldrow & Associates, a consultancy renowned for its creative approach to economic development, branding, and marketing strategies for small towns and cities across the nation. He brings an innovative mindset and a deep understanding of the unique dynamics of community branding to each engagement, blending traditional community values with modern marketing techniques to help communities and districts unlock their potential.

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WRITING A JOB DESCRIPTION

A well-written executive director job description is a valuable tool for attracting talented and qualified candidates. It's a way to make a strong first impression and to convey the expectations and responsibilities that come with an enticing opportunity to champion a professional, highly driven, and results-oriented organization making a real difference in the downtown or district, and the broader community.

Key elements to include in an executive director job description include:

Job Title. Use a clear and concise title that conveys the prominence of the position and ensures it is readily identifiable and searchable in online search engines and databases.

Example: Executive Director, [Organization]

Organization Summary. Provide a brief biography describing the organization's purpose, mission, culture, and values. Use a tone that captures the underlying passion and determination of an organization committed to the cause.

Example: [Organization] is a dedicated, award-winning group passionate about our mission to revitalize and promote the economic health and cultural vibrancy of our district. We work collaboratively with businesses, local government, and the community to foster a thriving, sustainable, and welcoming environment for all.

Position Summary. Describe, in one or two sentences, the executive director's role within the organization, who they report to, and primary responsibilities.

Example: The Executive Director serves as the chief executive officer of [Organization], reporting to the Board of Directors. The Executive Director plays a pivotal leadership role in the organization's high-energy pursuit of its mission and the community's vision for the district, and is responsible for the organization's day-to-day operations.



Key Responsibilities and Objectives. Clearly outline expectations and emphasize the important role the executive director will play in the organization's evolution and success. Examples of key responsibilities include:

- **Strategic Leadership and Planning.** Lead the development and implementation of strategic plans in alignment with the organization's vision and goals. Work closely with the Board of Directors to craft strategies that enhance the district's economic vitality and cultural significance.
- **Economic Development.** Spearhead efforts to attract, retain, and support businesses within the district. Develop and implement comprehensive economic development strategies and programs.
- **Community Engagement and Advocacy.** Serve as the principal spokesperson for the organization and district, engaging and building strong relationships with stakeholders, local government, businesses, and the community. Advocate for policies and initiatives that support the district's growth and vibrancy.
- **Fundraising and Financial Management.** Oversee fundraising planning and implementation, including identifying resource requirements, researching funding sources, establishing strategies to approach funders, and submitting proposals. Manage the organization's budget, financial planning, and financial reporting.
- **Program and Project Management.** Develop, implement, and evaluate programs and projects that align with the organization's mission and strategic goals. Ensure effective management of the organization's events, promotions, and marketing initiatives.
- **Team Leadership and Development.** Lead, coach, and develop the organization's staff and volunteers. Promote a culture of high performance, continuous improvement, and a commitment to quality.



Qualifications, Skills, and Experience. Specify the required education, certifications, skills, and experience, and highlight technical skills and leadership traits required or desired. Be careful to consider and clearly distinguish what is truly “required” versus “preferred” to avoid turning away potential, top-notch candidates due to educational requirements that could be irrelevant to the actual performance of key responsibilities.

Examples of qualifications, skills, and experience to outline include:

- Bachelor’s degree in business administration, Public Administration, Urban Planning, or related field. A Master’s degree is preferred.
- Minimum of 5 years of senior leadership experience, preferably in non-profit management, economic development, or community organization.
- Demonstrated ability to develop and implement strategic plans, manage budgets, and lead successful teams.
- Strong communication, public speaking, and interpersonal skills, with the ability to engage a wide range of stakeholders and cultures.
- Experience in fundraising, grant writing, and financial management.
- Knowledge of economic development principles, urban planning, and historic preservation is a plus.
- Ability to work flexible hours, including evenings and weekends, as required.

Compensation, Benefits, and Opportunities. Describe the starting compensation package and highlight the unique advantages of working for the organization. Express the organization’s commitment to the executive director’s development, its values and working environment, as well as any other perks.

Example: This is a full-time, salaried position with a starting salary range of \$55,000 to \$60,000 (dependent upon experience). Benefits include health insurance, disability insurance, retirement contributions, and paid time off. We offer a flexible and challenging work environment, believe in recognizing and rewarding high performance and achievements, and support the pursuit of professional development opportunities.

As for the common debate on whether to publish the salary range, a recent survey by LinkedIn showed 91 percent of U.S.-based respondents said that including salary ranges in a job post would affect their decision to apply. In a more recent LinkedIn survey, 82 percent of respondents said that seeing a salary range in a job description would give them a more positive impression of a company.



How to Apply. Provide clear instructions on submittal requirements and how you would like candidates to apply, including where or how potential applicants can learn more about the organization and whether you (usually, the board president or search committee chairperson) are open to informal discussions with those considering a run at the position. Other options include using an executive search firm to help market the opportunity, serve as the point of contact, and assist in screening candidates.

Example: Interested candidates should submit a resume, cover letter, and three professional references to [insert application email/portal here]. The deadline for applications is [insert deadline here].

[Organization Name] is an Equal Opportunity Employer. We value diversity and are committed to creating an inclusive environment for all employees

For more insights and guidance on crafting a job description to attract top executive director candidates, see the resources and examples that follow.

RESOURCES AND EXAMPLES

[A Complete Guide to the Nonprofit Executive Director Role | Boardable](#)

[The Ultimate Executive Director Job Description | Joan Garry Consulting](#)

[The Secrets to Writing a Compelling Executive Job Description | CJPI](#)

[Sample Nonprofit Executive Director Job Description Template | Foundation List](#)

[This Is Why You Should Include Salary Ranges in Your Job Posts | LinkedIn](#)



STL MAIN STREET PROGRAMS NOW HIRING EXECUTIVE DIRECTORS

DESIRED SKILLS:

- ✓ Proven track record of fund development and grant writing
- ✓ Demonstrated ability to work with diverse groups
- ✓ Able to supervise, direct, and manage daily operations of organization
- ✓ Able to manage all administrative functions of the organization
- ✓ Ability to implement revitalization through the four points of the Main Street Approach™.

COMMITTED TO:

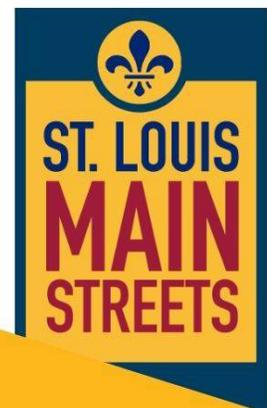
- ✓ Racial Equity and Economic Justice
- ✓ Equitable and Inclusive development
- ✓ Neighborhood Transformation
- ✓ Strengthening the Entrepreneurial Ecosystem
- ✓ Development of strategies that will lead to equitable revitalization

Accepting applications through January 10.

APPLY NOW

 Delmar Applicants send cv to:
DELMARMAINSTREETSTL@GMAIL.COM

 Dutchtown Applicants send cv to:
LATASHA@DUTCHTOWNSTL.ORG





WE ARE HIRING AN EXECUTIVE DIRECTOR

WHY SHOULD YOU APPLY?

- Fantastic opportunity to improve our exceptional shopping and dining district.
- Work with a diverse group of passionate volunteers, board members, and stakeholders.
- Be a member of a strong local team that enjoys the support and appreciation of the public they serve.
- Amazing work environment!

JOB POSTING:

- We are a thriving development agency based in Grand Haven, Michigan that offers employees a high profile, exciting community leadership position.
- The Mission of the Grand Haven Main Street Downtown Development Authority (MSDDA) is to enhance a vibrant historic business district through community partnerships.
- The MSDDA is an independent Authority that works closely with the City of Grand Haven and other vital community partners (Chamber of Commerce, Convention and Visitors Bureau, Community Foundation, etc.)
- Grand Haven is a unique mixture of world class beaches, an historic waterfront town, and a vibrant business community. Our Main Street district is the heart of our community. Our vision is to enhance this historic waterfront community by cultivating economic development. We promote Grand Haven with a variety of year-round activities to provide enjoyable experiences. These activities for residents and visitors bring promotional and economic benefit to the surrounding region and are accomplished through volunteers and community partnerships.

LOCATION

Grand Haven Main Street DDA is based in Grand Haven, Michigan. We are a fantastic community of choice, with a beautiful boardwalk (Grand River) and beach (Lake Michigan). Schools are nationally ranked and the crime rate is among the lowest in the US. Our Main Street district is the epicenter of this magnificent community, and the Executive Director is at the helm.

THE POSITION

- We're looking for an Executive Director. Salary range is \$48,000 to \$55,000 (dependent upon experience).
- We offer a flexible and challenging work environment.
- We also offer paid time off (including standard holidays).

RESPONSIBILITIES

- Implementation of Principle Shopping District and Main Street marketing program.
- Execution of the Main Street program
- Support the DDA Tax Increment Financing and Development Plan activities with City Planning Department and City Manager.
- Represent the organization within the community as well as regionally and nationally.

REQUIREMENTS

- A passion for our Main Street and community, businesses and people, and the successful support of our historic business district.
- Skill in communicating both orally and in writing.
- Skill in building and maintaining effective working relationships with multiple constituencies.
- Knowledge of basic business management procedures and practices.



City of Howell

Job Description

DDA/Main Street Manager

Position Overview: Under the direction of the Howell Downtown Development Authority, position performs a variety of supervisory, administrative, and professional work to support the Downtown Development Authority and the Main Street Program. The Manager will promote commercial district activities, educate businesses, serve as listener, collaborator, clearinghouse, visionary, facilitator and coordinator based on the four points (organization, promotion, design, and economic restructuring) of the Main Street Program. The Main Street Manager will promote public awareness of the program and act as liaison to other government and community organizations.

Salary Range: \$40,000 to \$45,000 per year depending upon experience. Position receives full range of benefits to include medical, dental and vision insurance, retirement, life insurance, short & long-term disability insurance, paid leave time and paid holidays.

Supervision Received: Position is at-will and serves under the general guidance and direction of the Downtown Development Authority Board of Directors. Works in close collaboration with the City Manager and Community Development Director for the City of Howell. Works independently and exercises judgment and discretion in completion of duties.

Supervision Provided: Position coordinates volunteers and supervises part-time staff and interns as assigned. Supervises consultants and contractors completing special projects within the Main Street/DDA area.

Essential Responsibilities: The duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

- Manages and supervises operations of the DDA and Main Street Program.
- Provides leadership and direction in the development of short & long range plans and projects.
- Provided professional advice to the DDA Board and other officials.
- Assures that assigned areas of responsibility are performed within budget; monitors revenues and expenditures; prepares annual budget; assures effective and efficient use of budgeted funds, personnel, materials, facilities and time.
- Acts as project manager for all DDA & Main Street projects and promotions.
- Develops and executes marketing plans and programs to ensure the viability of the DDA.



- Develops and maintains a comprehensive inventory of available buildings and sites in the community for economic development purposes.
- Monitors local, state and Federal legislation and regulations related to DDA's and Main Street.
- Prepares, writes, and administers grant applications related to the DDA & Main Street Program.
- Acts as downtown/district advocate. Creates and maintains a cooperative working relationship with existing and new business owners/operators, residents and local agencies. Maintains and disseminates information pertaining to the district as a whole, specific projects, existing amenities, tax and financial information and economic development.
- Proactively identifies and recruits local, regional and national retailers and restaurants.
- Encourages and fosters entrepreneurial enterprises and inquiries.
- Coordinates the activities of the Howell Main Street Committees. Ensures that communication among committees is well established and assists committee volunteers with development and implementation of work plan items.
- Manages all administrative aspects of the Main Street Program to include developing and maintaining appropriate data and record keeping systems; creating and administering budgets; accounting and purchasing in accordance with City of Howell policies; preparing reports and making presentations; preparing board and committee meeting packets, agendas and minutes; preparing all grant and progress reports as required by the Michigan Main Street Center and National Main Street Center.
- Supervises support staff.
- Recruits, trains and coordinates volunteers including members of the four Main Street committees, special project volunteers and special event volunteers.
- Develops strategies for economic development and historic preservation within the DDA and Main Street area and collaborates with the City on activities within the DDA boundaries.
- Assists the DDA Board and Main Street Committees in developing action plans and implementing programs focused on the four points of the Main Street Program.
- In collaboration with the City's Community Development Department, directs efforts at business recruitment, retention and expansion including providing information, expertise, and appropriate referrals to business owners. Works with developers and building owners to enhance the quality of retail and commercial space. Proactively identifies and recruits local, regional and national retailers and restaurants.
- Understands the City permitting and inspection processes and guides new businesses through them, working through any roadblocks. Acts as liaison between interested businesses and City of Howell.
- Coordinates marketing activities and special events in the downtown area to include the Howell Melon Festival and the Legend of Sleepy Howell events.
- Designs and conducts public awareness education programs to enhance appreciation of the downtown, foster an understanding of the Main Street



program's goals and objectives and keep the program highly visible in the community through speaking engagements, public presentations, media interviews, etc.

- Advises and assists in efforts to raise funds in support of the Main Street program and its events and activities.
- Attends all required training and technical assistance visits provide by the Michigan Main Street Program.
- Coordinates maintenance of DDA infrastructure and beautification projects.
- Establishes strong working relationships with downtown businesses through personal contact. Creates and implements a program for regular, monthly contacts with existing and new members of the downtown area in order to foster support and participation in the Main Street Program.
- Encourages a cooperative climate among downtown interests and local public officials. Provides information, expertise, and referrals to support business owners to enhance businesses and the quality of retail and commercial space in the downtown.
- Identifies and secures grant opportunities for downtown redevelopment. Administers grants and related programs or projects.
- Builds strong, productive working relationships with appropriate agencies at the local, state, and national levels.
- Builds strong relationships with all persons and groups directly and indirectly involved in the downtown area to include the Howell Area Parks & Recreation Authority, Livingston County, the Howell Chamber of Commerce, community service organizations, and surrounding municipalities.
- Maintains DDA & Main Street websites and coordinate use of social media such as Facebook and Twitter in order to communicate and promote the Main Street Program.
- Prepares marketing materials which may include fliers, postcards, newsletters, e-newsletters, press releases, etc.
- Attends City staff meetings, DDA meetings and City Council meetings and keeps officials apprised as to Main Street events and activities.
- Prepares agendas, reports, correspondence and minutes for DDA.

Peripheral Duties:

- Assists City with implementation of special projects.
- Serves on various committees and community organizations.

Minimum Qualifications:

Education & Experience: A bachelor's degree from an accredited college or university and 3-5 years work experience in public administration, public relations, urban planning, marketing, historic preservation, economic development, volunteer or non-profit administration, management, small business development, business administration, or a related field is required.



Desired Attributes, Skills & Abilities:

- Must be entrepreneurial, energetic, imaginative, well organized and capable of working independently and producing results with minimal supervision.
- Must have a thorough knowledge of the four-point Main Street approach to economic revitalization.
- Exceptional public speaking skills and oral and written communication skills.
- Ability to establish strong working relationships with Main Street Committees, DDA Board, City Council, City officials and other community leaders.
- Working knowledge of social media applications to include e-mail, list-serves, website management, Facebook, Twitter, LinkedIn, blogs and others.
- Must have general computer skills and proficiency in word processing, spreadsheets, data base management and basic graphic design/publishing applications.
- Skill in marketing and/or advertising.
- Basic knowledge of federal, state, and local economic and community development tools, statutes, and policies such as downtown development authorities, tax increment financing, tax incentives and historic preservation districts and tax credits.
- Knowledge in the areas of assessing, taxation, code enforcement, and zoning is a plus.
- Must be available to work nights, weekends and special events.
- Basic understanding of labor laws and ability to supervise employees.
- Must be detail, deadline, and goal-oriented.
- Must be able to successfully manage multiple tasks and stressful situations.
- Must be able to exercise sound judgment in evaluating and making decisions.
- Must be able to handle sensitive issues with diplomacy and confidentiality.

Licensing & Certifications:

- Must possess valid Michigan driver's license or ability to obtain one within six months of appointment.
- A National Main Street Certification is desired.

Tools & Equipment: Personal computer including word processing, spreadsheet, data base and publishing software applications, cell phone, copy machine, fax machine, calculator, car, gator/golf carts.

Physical Demands: The physical demands described herein are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Work is performed primarily in an office setting with some outdoor work required. Hand-eye coordination is necessary to operate computers and various pieces of office equipment. The employee is frequently required to talk and hear; sit; use



hands to finger, handle, feel or operate tools, objects or controls; and reach with hands or arms. The employee is frequently required to stand or walk. The employee must occasionally lift or 25 pounds. Specific vision abilities required by this position include close vision, distance vision, peripheral vision, depth perception and the ability to adjust focus.

Work Environment: The work environment described herein is representative of those an employee normally encounters while performing the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level is usually quiet in the office and moderately noisy in the field. While in the field, employee may be exposed to sun, heat, cold, rain, snow, etc.

Application & Selection Process: Candidates must submit cover letter and resume to the DDA Office via mail to 122 State Street, Howell, MI 48843 or via e-mail to tmularoni@downtownhowell.org. No phone calls will be accepted. Deadline for receipt of applications is December 1, 2011.

Selection process may include phone interview, oral interview panel, job related tests or assignments, meet & greet with local officials, background check, physical exam to include drug screening.

This job description does not constitute an employment agreement between the employer and employee and is subject to change as the needs of the employer and the requirements of the job change.

The City of Howell and the Howell DDA are Equal Opportunity Employers.

