



## **UPTON PLANNING COMMITTEE MAIN STREET MANAGER JOB DESCRIPTION**

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### **SUMMARY:**

The Main Street Manager will manage the Pennsylvania Avenue Main Street Program, a collaborative effort of West Baltimore businesses, property owners, and stakeholders, to revitalize, market, and promote the commercial corridor. The Main Street program follows the state's Main Street model which is based on a four-point strategy of organization, promotion, design, and economic development. The Main Street Manager position will report to the UPC Executive Director and Board.

The successful candidate will be responsible for the development, conduct, execution, and documentation of the Main Street Program and related public events within the boundaries of the program. The Manager serves as the principal on-site staff person responsible for coordinating all project activities locally as well as for representing the community regionally and nationally as appropriate.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

- ✦ Coordinate activity of and provide support to the Main Street Program committee and any task forces formed to assist with the production and facilitation of special events.
- ✦ Manage all administrative aspects of the Main Street Program, including purchasing, record keeping, budget development, and accounting as well as assisting with the preparation of reports to funding agencies.
- ✦ Develop, in conjunction with the Main Street Program Committee members, economic development strategies coordinated with the community.
- ✦ Coordinate committees around development and implementing an annual action plan focused on the following areas: organizational development; promotion; design; economic development; and safe and green.
- ✦ Develop and conduct ongoing public awareness and education programs designed to enhance appreciation of Pennsylvania Avenue's key assets. Use speaking engagements, media interviews, and personal appearances to keep the program in the public eye.
- ✦ Assist individual tenants or property owners with physical improvement projects through consultation, coordination with City agencies, and available technical assistance and loan programs.
- ✦ Encourage improvements in the community's ability to carry out joint activities such as promotional events, advertising, uniform store hours, special events and business recruitment.
- ✦ Help build strong and productive working relationships with appropriate public agencies at the local and state levels.
- ✦ Develop and maintain data systems to track the process and progress of the Main Street Program. These systems should include the Main Street Directory and the annual vacancy survey.
- ✦ Ability to develop and manage all social media platforms.

- † Grant writing and project management associated with funding.

**QUALIFICATION REQUIREMENTS:** To perform this job successfully, an individual must be able to perform each essential duty. The requirements listed below are representative of the knowledge, skill, and ability required.

**EDUCATION AND EXPERIENCE:**

Applicants will need to meet the following criteria:

- † The Manager should have education and experience appropriate to the responsibilities with emphasis on public relations, public administration, non-profit or volunteer administration, and/or small business development. Bachelors or master's degree in related discipline from an accredited college or university preferred.
- † The Manager must be experienced at event production and promotion, sensitive to design and preservation issues, and must understand the issues confronting business people, property owners, public agencies and community organizations in low-income communities.
- † The Manager must be entrepreneurial, energetic, imaginative, well organized and capable of functioning effectively in an independent situation.
- † Excellent written and oral communication skills are essential. Supervisory skills are desirable.

**OTHER SKILLS AND ABILITIES:**

- † Ability to establish and maintain effective working relationships with associates, government officials, community representatives and the public.
- † Established leadership skills and techniques including, but not limited to, strategic thinking, interpersonal relations, communication, consensus building, human resource management, technology deployment, project management, and budgeting.
- † Ability to write correspondence and package messaging.
- † Ability to effectively present information in one-on-one and small group situations to customers, clients, and other organizational stakeholders.

The Project Manager reports to the Executive Director and Board of Directors of the Upton Planning Committee, Inc.

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UPC is an equal opportunity employer.**