

# Centralia Downtown Association

EXECUTIVE DIRECTOR



## Work Objectives

The executive director (ED) coordinates activity within the downtown revitalization program utilizing the “Main Street Approach” to historic preservation as an integral foundation for downtown economic development.

The ED will be responsible for the development, conduct, execution, and documentation of the Centralia Downtown Association (CDA) and must understand the issues confronting downtown business people, property owners, public agencies, and community organizations. The executive director is the principal onsite staff person responsible for coordinating all program activities locally as well as representing the community regionally and nationally as appropriate.

## Qualifications

- Bachelor degree from an accredited four-year college or university
- Three to five years relevant work experience in volunteer or non-profit administration
- Entrepreneurial, energetic, imaginative, well organized, and capable of functioning effectively in an independent situation
- Demonstrate a thorough understanding of the Main Street Four Point Approach®
- Excellent written and verbal communication skills
- Ability to work with a variety of individuals and organizations, and to work toward consensus among people of diverse backgrounds
- Proficiency in word processing, spreadsheets, and database management
- Marketing, advertising or public relations experience

## Preferred Qualifications

- Experience with downtown revitalization programs
- Experience recruiting and managing volunteers
- Professional and/or academic economic development experience
- Historic preservation knowledge
- Experience working with boards or commissions
- Grant writing and management experience
- Experience coordinating and managing fundraising activities

## Range of Duties to be Performed

- Coordinates the activities of CDA committees, ensuring that communication between committees are well established; assists committees with implementation of work plan items; provides ongoing volunteer support and encouragement.
- Manages all administrative aspects of the association, including project management, purchasing, record keeping, and accounting. Prepares all reports required by the Washington State Main Street Program and by the National Main Street Center. Assists with the preparation of reports to funding agencies and supervises part-time employees or consultants.
- Develops, in conjunction with the CDA board of directors, annual and long term budgets, strategies for downtown economic development through historic preservation utilizing the community’s human and economic resources. Becomes familiar with all persons and groups directly or indirectly involved in the downtown commercial district. Mindful of the roles of various downtown interest groups, assists the CDAs board of directors and committees in

developing an annual action plan focused on four areas: design, promotion, organization, and economic restructuring.

- Develops and conducts ongoing public awareness and education programs designed to enhance appreciation of the downtown's architecture and other assets and to foster an understanding of the downtown association's goals and objectives. Through speaking engagements, media interviews, and public appearances, keeps the association highly visible in the community.
- Assists individual tenants and property owners with physical improvement programs through personal consultation or by obtaining and supervising professional design consultants; assists in locating appropriate contractors and materials; when possible, participates in construction supervision; provides advice and guidance on necessary financial mechanisms for physical improvements.
- Assesses the management capacity of major downtown stakeholder groups and encourages participation in activities such as promotional events, advertising, uniform store hours, special events, business recruitment, parking management, and so on. Provides advice and information on successful downtown management. Encourages a cooperative climate between downtown interests and local public officials.
- Advises downtown merchants' organizations and/or Chamber of Commerce retail committees on program activities and goals. Assists in the coordination of joint promotional events, such as seasonal festivals or cooperative retail promotional events, to improve the quality and success of events to attract people downtown. Works closely with the local media to ensure maximum event coverage. Encourages design excellence in all aspects of promotion to advance an image of quality for the downtown.
- Helps build strong and productive working relationships with appropriate public agencies at the local and state levels.
- Utilizes the Main Street Approach® and develops and maintains data systems to track the process and progress of the local association. These systems should include economic monitoring, individual building files, thorough photographic documentation of all physical changes, and information on job creation and business retention.
- Represents the community at the local, state, and national levels to important constituencies. Speaks effectively on the association's directions and findings, and always mindful of the need to improve state and national economic development policies as they relate to smaller communities.
- Attend and participate in quarterly Washington Main Street Leadership conferences.

## Resource Management Responsibilities

The executive director supervises any necessary temporary or permanent employees as well as professional consultants. The ED participates in personnel and program evaluations. The executive director maintains local association records and reports, establishes technical resource files and libraries, and prepares regular reports for the state Main Street program and the National Main Street Center. The executive director monitors the annual program budget and maintains financial records.

## Salary

\$35,000-\$40,000 DOE

## How to Apply

Submit resumes to the Centralia Downtown Association 312 N Pearl Ave, Centralia, WA 98531 or [ApplyCDA@gmail.com](mailto:ApplyCDA@gmail.com).

Deadline: May 31, 2018

*It is the policy of the Centralia Downtown Association to ensure equal employment opportunity without discrimination or harassment on the basis of race, color, religion, sex, sexual orientation, gender identity or expression, age, disability, marital status, citizenship, genetic information, or any other characteristic protected by law.*