

# City of Americus, GA



**Title: Director, Main Street**  
**Class Code: 2302**

## JOB DESCRIPTION

### General Description

This job class is responsible for revitalizing the historic downtown district to create an inviting city hub of activity for both economic and community development activities.

### Duties and Responsibilities

**The functions listed below are those that represent the majority of the time spent working in this class. Management may assign additional functions related to the type of work of the class as necessary.**

- Serve as the visible contact person and full-time advocate for the Main Street Program.
- Coordinate activity of Main Street Program committees, ensuring that communication between committees is well established; assist committees with development and implementation of work plan items.
- Work with the Board of Directors to implement and direct the program of the organization.
- Manage all administrative and fundraising aspects of the Main Street Program, including purchasing, record keeping, budget development, funding development, and accounting.
- Prepare all reports required by the coordinating Main Street Program and other key funders and administrators.
- Develop and conduct ongoing public awareness programs designed to enhance appreciation of the downtown businesses, to foster an understanding of the Main Street program's goals and objectives, and to keep the program highly visible in the community.
- Assist individual tenants and property owners with physical improvement projects through personal consultation or by obtaining expert assistance and/or providing guidance on financial mechanisms for physical improvements.
- Direct efforts at business retention, expansion, and recruitment, including providing information, expertise, and appropriate referrals to business owners, marketing the Main Street program to outside businesses, working with developers and building owners to enhance the quality of retail and commercial businesses and the quality of their retail/commercial space.
- Encourage a cooperative climate between Main Street's interests and local public officials and help build strong and productive working relationships with appropriate public agencies at the local and state levels.
- Advise Main Street's merchants on Main Street program activities and goals and assist in the coordination of joint promotional events that attract people to the Main Street district and/or earn revenue for the program.

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- Oversee fundraising planning and implementation, including identifying resource requirements, cultivating funding sources, submitting proposals, and administering fundraising records and documentation.
- Supervise any necessary temporary or permanent employees, as well as professional consultants.
- Performs related work as assigned.

### Minimum Education and Experience Requirements:

Requires a Bachelor's Degree in Business, Finance, Economics or closely related field; Requires Five years of experience in fundraising, community or economic development, non-profit administration, grant writing or closely related experience; Required qualifications may be any equivalent combination of education, training and experience which provides the requisite knowledge, skills and abilities for this job.

### Physical Demands:

Performs sedentary work that involves walking or standing some of the time and involves sustained keyboard operations.

### Unavoidable Hazards (Work Environment):

None.

### Special Certifications and Licenses:

None

### Americans with Disabilities Act Compliance

The city of Americus is an Equal Opportunity Employer. ADA requires the city of Americus to provide reasonable accommodations to qualified persons with disabilities. Prospective and current employees are encouraged to discuss ADA accommodations with management.

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By signing below, I confirm that I have read the above job description and understand the requirements, duties and responsibilities of the position.

Employee: \_\_\_\_\_ Date: \_\_\_\_\_

Manager: \_\_\_\_\_ Date: \_\_\_\_\_

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