

City of Vicksburg
Job Description

Job Title: Main Street Assistant Director

Department: Main Street Program

Reports To: Main Street Program Director

Prepared By: KJH

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Summary: The Assistant Director, under the general supervision of the Executive Director, and The Board of Directors assists in coordinating activities and economic revitalization of the Main Street District. The Assistant Director's duties will encompass a variety of tasks including, but not limited to:

Duties and Responsibilities:

- Assist with the Director on the promotion and marketing of the Main Street District.
- Assist in the promotion of the Main Street by providing visitor centers and hotels with maps and posters, information on upcoming events, as well as information about the area and local businesses.
- Participate in the daily operations of the Main Street Office.
- Answer the phone and take messages and answer general information calls.
- File and make copies as needed
- Assist with membership follow up
- Assist with sponsorship follow up
- Send meeting notices by email, make copies for meetings as needed
- Help coordinate program events such as parades, festivals, conventions, exhibits, local workshops
- Responsible for the development and implementation of new publications as needed
- Assist with business expansions and retention, media relations, and recruitment of new businesses.
- Assist with Farmers Market.
- Aid in economic development strategies and action plans as well as business relation programs.
- Help coordinate economic development activities with other public and private agencies within the area.
- Assist in designing and publishing weekly new events and monthly newsletters, including, but not limited to, research and follow up for information on activities in downtown Vicksburg and the promotion of downtown businesses, available property, etc.
- Manage contacts, email addresses and reports through Constant Contact.
- Maintain and update the Main Street website and Facebook page.
- Assist with MMSA Award nomination submissions each year.
- Clip all Main Street and Downtown Taxing District related articles from the newspaper for the scrapbook.
- Log volunteer hours in Microsoft Excel
- Work with the Police and Fire Department, and other departments as needed, to insure the safety of the public when attending downtown events.
- Maintain a schedule of all downtown events (parades, festivals. Etc.)
- Perform other duties as may be assigned from time to time by the Executive Director.

Qualifications:

- To perform this job successfully, an individual must be able to perform each duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and/or Experience:

- Bachelor's degree from a four-year college or university; or a high school diploma and five years related experience. Education and/or experience must be in one or more of the following areas: economic/community development, communications, public relations, fund raising, business organization, non-profit corporations, small business development, planning, historic preservation, sociology, urban geography, or a related field, marketing, event planning, and hospitality, architecture, or a related field, Main Street experience is a plus.

Language Skills

- Ability to read and interpret documents such as safety rules, operating and maintenance instructions, and procedure manuals. Be able to write routine reports and correspondence.
- Applicant must be able to speak effectively before groups of people from various cultural, economic, educational, and psychological backgrounds in one-on-one and group settings.

Mathematical Skills

- Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions and decimals. Applicant must be able compute rate, ratio, and percent and to draw and interpret bar graphs.

Reasoning Ability

- Applicant must have the ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists.
- Applicant must be able to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

Computer Skills

- To perform this job successfully, an individual should be proficient in Microsoft Word, Word Perfect, Microsoft Excel, Constant Contact and Landscape.

Other Skills and Abilities

- Applicant must be able to work with a diverse group of businesses, organizations, and city and county officials.
- Must be energetic, imaginative, well-organized, self-directing, and able to multitask.
- Must be able to work well independently and with the public.

Other Qualifications

- Must be able to work flexible hours, including nights, weekends and holidays. May be asked to be on call status as needed; travel may be required.
- Applicant must be able to work in all weather conditions.
- Must be able to handle the physical requirements of the job (walking, lifting, climbing on ladders, etc.)