

# **Main Street Director, City of Walhalla**

Position Category: Community Development

## **Position Hours:**

Full time, 8:30 am - 5 pm Monday - Friday

## **Job Duties:**

- The Main Street Director plans and implements activities related to downtown revitalization, overseeing Walhalla's Main Street Program and serving as the local program manager for the South Carolina Main Street Program.
- The Main Street Director serves under the direction of the City Administrator. Makes reports to and receives guidance from the Main Street Walhalla Board of Directors.
- Knowledge of downtown Walhalla, the City of Walhalla, and Oconee County.
- May assist city administration with social media, website, and event management.
- Fosters and maintains a positive and close relationship with Chamber of Commerce, Walhalla Performing Arts, Visit Oconee, Walhalla Oktoberfest, and departments within the city.

## **Qualifications:**

- Bachelor's degree from accredited college/university with major coursework in communication, business, public administration, planning, urban design, architecture, historic preservation or in a planning related field;
- Three (3) years of full-time increasingly responsible professional work experience within the public sector. Experience managing committees and volunteers
- Acceptable Equivalency: Any combination of training and experience that provides the knowledge, skills and abilities required.

**Pay Info:**

- Salary based on qualifications and applicable certifications. City provided SC PEBA healthcare for employee, SCSRS retirement.

**How to apply:**

Applications can be obtained online <https://www.cityofwalhalla.com/about-walhalla/job-opportunities/> or at Walhalla City Hall. Email: [bburton@cityofwalhalla.com](mailto:bburton@cityofwalhalla.com). In person: Walhalla City Hall 206 N. Church St, Walhalla, SC 29691 Mailing address: Walhalla City Hall, P.O. Box 1099, Walhalla, SC 29691.

**Deadline:**

2022-12-03

AN EQUAL OPPORTUNITY AFFIRMATIVE ACTION EMPLOYER

**CITY OF WALHALLA, SOUTH CAROLINA**  
**JOB DESCRIPTION**

Title: Executive Director, Main Street  
Department: Community Development  
Reports To: City Administrator

Date: August 2021  
Status: Full-Time  
Exemption: Exempt  
W/C Code: 8810 - 13

**GENERAL PURPOSE**

Performs a variety of activities to direct and coordinate activities within the downtown district, including design/historic preservation, promotion/marketing, organization/management, and economic restricting/development in a non-profit environment.

**SUPERVISION RECEIVED**

Under broad guidance, exercises discretion and independent judgment, reports to the City Administrator.

**SUPERVISION EXERCISED**

Exercises supervision over activities and volunteers.

**ESSENTIAL DUTIES AND RESPONSIBILITIES**

Manages and coordinates all main street program activities and goals within available resources, including, but not limited to development, execution, and documentation of the Main Street Programs.

Coordinates activities within a downtown or commercial district revitalization program using historic preservation as an integral foundation for downtown economic development.

Ensures sensitivity to design and preservation issues and understanding of issues confronting downtown business people, property owners, public agencies, and community organizations.

Coordinates the activity of the Main Street program committees, ensuring that communication among committees is well established; assist committee volunteers with implementation of work plans.

Manages all administrative aspects of the Main Street Program, including purchasing, recordkeeping, budget development, accounting, preparing all reports required by the state Main Street programs and by the National Main Street Center; assisting with the preparation of reports to funding agencies.

Develop, in conjunction with the Main Street Program's board of directors downtown economic development strategies that are based on historic preservation and utilize the community's human and economic resources.

Ensure familiarity with all persons or groups directly or indirectly involved in the downtown; being mindful of the roles of various downtown interest groups.

Assist the Main Street Program's board of directors and committees in developing an annual action plan for implementing a downtown revitalization program focused on The National Main Street Four Point Approach (Design/historic preservation, promotion/marketing, organization/management, and economic restricting/development).

Develop and conduct on-going public awareness and education programs designed to enhance appreciation of the downtown's assets and to foster an understanding of the Main Street approach to revitalization.

Assist individual tenants or property owners with physical improvement projects through personal consultation or by obtaining and supervising professional design consultants; assist in locating appropriate contractors and materials; when possible, participate in construction supervision; provide advice and guidance on necessary financial mechanisms for physical improvements.

Assess the management capacity of major downtown organizations and encourage improvements in the downtown community's ability to carry out joint activities such as promotional events, advertising, appropriate store hours, special events, business assistance, business recruitment, parking management, and so on.

Provide advice and information on successful downtown management. Encourage a cooperative climate among downtown interests and local public officials.

Advise downtown merchants' organizations and/or chamber of commerce retail committees on Main Street program activities and goals; help coordinate joint promotional events, such as festivals or business promotions, to improve the quality and success of events and attract people to downtown; work closely with local media to ensure maximum coverage of promotional activities; encourage design excellence in all aspects of promotion in order to advance an image of quality for the downtown.

Help build strong and productive relationships with appropriate public agencies at the local and state levels.

Utilizing the Main Street program format, develop and maintain data systems to track the progress of the local Main Street program. These systems should include economic monitoring, individual building files, photographic documentation of physical changes, and statistics on job creation and business retention.

Represent the community to important constituencies at the local, state, and national levels. Speak effectively on the program's directions and work, mindful of the need to improve state and national economic development policies as they relate to commercial districts.

Represents the community regionally, on the state level, and nationally as required; attend four trainings annual sponsored by Main Street South Carolina and attend National Main Street Conference every other year.

Participates in safety training, make suggestions as necessary; serve on committees or inspection teams when appropriate. Works according to good safety practices as posted, instructed, and/or discussed. Reports unsafe conditions or defects in equipment. Refrains from any unsafe behavior or act that might endanger self or fellow worker(s). Reports all accidents and incidents (including near misses) as soon as they occur. Follows safety rules and regulations and uses personal protective equipment.

Maintains prompt and regular attendance; adheres to City policies and procedures regarding absences and tardiness.

Provides exceptional customer service to internal and external customers.

May be required to report to the City's Emergency Operations Center for emergency duty anytime the Emergency Operations Plan is activated.

## **PERIPHERAL DUTIES**

Serves as a member of various staff committees as assigned.

## **DESIRED MINIMUM QUALIFICATIONS**

### Education and Experience:

- a) Graduation from an accredited four-year college or university with a degree in public administration, business administration/economics, retail management, public relations, or a closely related field; and,
- b) Three (3) years of responsible management experience in related area; or
- c) Any equivalent combination of training, education, and experience, which provides the required knowledge, skills, and abilities.

### Necessary Knowledge, Skills and Abilities:

- a) Knowledge of planning, commercial district management, economics, finance, volunteer/non-profit management; Working knowledge of personal computers, including Microsoft Office, Website, social media, and QuickBooks;
- b) Skill in the operation of the listed tools and equipment;
- c) Ability to: communicate effectively orally and in writing with architects, contractors, developers, owners, supervisors, volunteers, and the general public; establish strong community partnerships and effective working relationships with downtown merchants and property owners, government officials, organizational leaders, board, and general public.

## **SPECIAL REQUIREMENTS**

Must possess a valid South Carolina driver's license.

## **TOOLS AND EQUIPMENT USED**

Computer, with extensive knowledge of Microsoft Office; motor vehicle; calculator; phone; copier, fax,, and other related equipment.

## **PHYSICAL DEMANDS**

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

Work is performed ½ in office setting and ½ outdoors. Hand-eye coordination is necessary to operate computers and various pieces of office equipment.

While performing the duties of this job, the employee is frequently required to talk or hear; sit; use hands to finger, handle, feel or operate objects, tools, or controls; and reach with hands and arms. The employee is frequently required to stand or walk.

The employee must frequently lift and/or move up to 20 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception, and the ability to adjust focus.

## **WORK ENVIRONMENT**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee occasionally works in outside weather conditions. The employee is occasionally exposed to wet and/or humid conditions, or airborne particles.

The noise level in the work environment is usually quiet in the office, and moderate in the field.

## **SELECTION GUIDELINES**

Formal application, rating of education and experience; oral interviews and reference check; other job related tests may be required.

The duties listed above 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.