

Downtown Director

City of Belmont Planning Department located in Belmont, NC (Population 11,077)

General Statement of Duties: The downtown director coordinates activity within the downtown area of Belmont for the purposes of economic development within the context of the Main Street Four Point Approach; performs related duties as required.

- Coordinate activity of Main Street program advisory board and committees, ensuring that communication between committees is well established; assist committees with implementation of work plan items.
- Manage all administrative aspects of the Main Street program, including purchasing, record keeping, budget development and accounting, preparing all reports required by the state Main Street program and by the National Main Street Center, assisting with the preparation of reports to funding agencies and supervising consultants if needed.
- Serve as Executive Director to the Downtown Belmont Development Association (DBDA) which is a 501c3 organization working in partnership with the City to implement its Main Street Program.
- Become familiar with all persons and groups directly or indirectly involved in the downtown commercial district. 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 four areas:
 - Design/Historic preservation
 - Promotion
 - Organization/Management
 - Economic restructuring/development
- Develop and conduct 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 Main Street program's goals and objectives. 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 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.
- Encourage a cooperative climate between downtown interests and local public officials.
- Advise downtown merchant's organizations and/or chamber of commerce retail committees on Main Street program activities and goals; help coordinate joint promotional events, such as seasonal festivals or cooperative retail promotional events, in order to improve the quality and success of events and attract people downtown; work closely with local media to ensure maximum coverage of promotional activities; encourage design excellence in all aspects of the promotion in order to advance an image of quality for the downtown.
- Help build strong and productive working 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 process and progress of the local Main Street program. These systems should include economic monitoring, individual building files, thorough photographic documentation of all physical changes and information 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 findings, always mindful of the need to improve state and national economic development policies as they relate to smaller communities.

Required Knowledge, Skills, and Abilities: Thorough knowledge of the principles and practices of community development, historic preservation, retailing, volunteer or non-profit administration, and the North Carolina Main Street Program. Ability to plan, organize and implement special downtown events that are separate from the traditional parks and recreation department festivals. Ability to establish and maintain a working relationship with other City officials, employees, general public, businesses and organizations; ability to communicate effectively in oral and written forms.

Acceptable Experience: Graduation from a four year college or university in the field of public administration, economic development, historic preservation, architecture, business administration or planning; an advanced degree, either Masters or professional certification by an accredited board, is preferred; a minimum of three to five years of progressive experience in the Main Street Program or related fields; or an equivalent combination of education and experience

How to Apply: Applications are available at City Hall, 115 N. Main St., Belmont, NC or online at www.cityofbelmont.org/Jobs.aspx. Applications can be submitted online or mailed to: Human Resources, City of Belmont, and P.O. Box 431, Belmont, NC 28012.

Pre-employment drug screening is required.

Equal Opportunity Employer

Applications are due by June 20, 2018.