Main Street Manager Position
Job Description

Organization
District Bridges is a 501(c)(3) nonprofit organization with a mission to enrich neighborhood vitality by bridging community engagement and economic development opportunities so individuals, businesses, and organizations can thrive together.

Description
The Main Street Manager is a full-time position, responsible for the successful development of the business along designated Main Street corridor. This position is responsible for the activities required by the designated Main Street grant awarded by the Department of Small and Local Business Development (DSLBD).

The MS Manager reports to the Executive Director and will develop and maintain a deep knowledge of the local business landscape of Main Street corridor, relevant policy issues, programs, operations, and the approved workplan. They are responsible for management and development of relationships with key stakeholders in the corridor to include business owners, residents, nonprofit leaders, government leaders and community leaders. They will work with the community stakeholders to develop the Main Street Neighborhood Strategy Council and a corridor-wide strategic plan. The MS Manager stewards the relational and programmatic development of the designated Main Street program following the approved workplan to achieve the outlined objectives; operating at all times in a transparent, inclusive, ethical and sustainable manner.

Responsibilities
Management
- Oversee all projects and services related to the Main Street program
- Develop and manage a Neighborhood Strategy Council comprised of stakeholders representing all the neighborhoods included in the Main Street program boundary
- Develop and maintain a diverse and inclusive volunteer corps
- Manage consultants providing technical assistance and services to businesses in the corridor
- Manage the line items and programmatic expenses in accordance with the approved workplan and budget.

Relationships
- Build and maintain strong relationships with business owners in the corridor
- Develop a diverse network of stakeholders including business owners, nonprofit leaders, government leaders, faith leaders, schools, and residents
- Develop a network of resources to assist in priority areas such as technical assistance, direct services, and government relations
Data Collection and Reporting
● Ensure meaningful, measurable goals are set for each Main Street initiative;
● Maintain up to date database of Main Street businesses in Salesforce
● Ensure that data is gathered and properly collected, stored, analyzed in the Salesforce platform for all staff and consultants interacting with Main Street businesses and partners
● Report monthly on the impacts and achievements of the Main Street program using these data to the Executive Director and DSLBD as appropriate

Events
● Work to plan, promote and execute events;
● Ensure events are used as an opportunity to bring together all segments of the Main Street corridors population, gather data on participants, on current and prospective members.
● Cross promote the Main Street corridor across the District Bridges network

Communications
● Oversee internal and external communications regarding the Main Street program, including its webpage, social media, print and online publications
● Develop and maintain communications plan, schedule and editorial calendar, to include
  ○ Content for monthly resident and business newsletters
  ○ daily activity on social media
  ○ timely updating of District Bridges website Main Street program page;
  ○ regular outreach to non-members through other business organizations and publications
● Seek opportunities for District Bridges to be a partner or sponsor with other organizations’ events, particularly those which serve segments of the local business community

Fundraising
● Work with the Neighborhood Strategy Councils to develop a fundraising plan for planned activities
● Seek opportunities to solicit private and public-sector support, in the form of grants, gifts, donations, and contracts
● Build relationships with donors and donor groups who work in areas related to District Bridges’s mission and initiatives
● Develop and execute a plan to encourage individual giving
● Maintain donor lists in Salesforce