

## **District Bridges Main Street Manager Job Description**

### **Organization**

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

### **Position Summary**

Primary Roles: Technical Assistance, Relationship Development, Workplan and Budget Implementer

Exempt, full-time

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

The MSM reports to the Operations Director (OD) and will develop and maintain a deep knowledge of the local business landscape of the Main Street corridor, relevant policy issues, technical assistance programs, and the approved workplan in pursuit of District Bridges' mission. In partnership with the OD and the Executive Director (ED) they are responsible for the 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 OD and ED to develop the Main Street Neighborhood Strategy Council comprised of community stakeholders and implement the annual workplan.

The MSM 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**

#### *Programming*

- Oversee all projects and services related to the Main Street program;
- Co-develop and manage with the OD and ED a Neighborhood Strategy Council comprised of community stakeholders;
- Develop and maintain a diverse and inclusive volunteer corps;
- Work with OD to identify contract needs, set and manage project budgets and deliverables; and
- Manage relationships with consultants providing technical assistance and services to businesses in the corridor.

### *Relationships*

- Build and maintain strong relationships with business owners on the corridor;
- Develop a diverse network of stakeholders including business owners, nonprofit leaders, government leaders, faith leaders, schools, and residents; and
- Develop a network of resources to assist in priority areas such as technical assistance, direct services, and government relations.

### *Data Collection and Reporting*

- Work with the OD to ensure meaningful and measurable goals are set for each programmatic activity;
- Maintain an up-to-date database of Main Street businesses and stakeholder contact information 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 on the impacts, achievements, and expenses of the Main Street program to the Operations Director on a monthly basis and the Executive Director on a quarterly basis; and
- Work with the OD to report to DSLBD as required.

### *Events*

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

### *Communications*

- Oversee internal and external communications regarding the Main Street program, including its webpage, social media, newsletter; 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's Main Street program page;
  - Regular outreach to local and regional audiences through other organizations and publications;
- Seek opportunities for District Bridges to be a partner or sponsor of other organizations' events, particularly those which serve segments of the local business community.

### *Fundraising*

- In partnership with the OD and ED, work with the Neighborhood Strategy Councils to fundraise for Main Street activities;
- Explore 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;
- Execute a plan to encourage individual giving to the Main Street; and
- Maintain donor lists in Salesforce.

### **Skills, Knowledge, and Experience**

- High School Diploma or GED required
- Bachelor's degree and knowledge of DC's neighborhoods preferred
- 2-5 years experience in neighborhood development, program management, small business technical assistance, volunteer management, relationship development, and/or marketing and communications preferred
- Technically proficient, with experience in project management and CRM systems preferred
- Ability to communicate easily, respectfully, and professionally with stakeholders of all ages, ethnicities, and socio-economic backgrounds is required
- A collaborative and cooperative mindset is required

### **Physical Requirements**

This role needs to regularly traverse their Main Street corridor to meet with business owners and maintain a presence, as well as consistently operate a computer and other office productivity machinery.

### **Compensation**

Salary is commensurate with experience. In addition, District Bridges offers a competitive benefits package including:

- 100% employer paid healthcare at the Silver level through DC Health Link;
- Commuter pre-tax benefit;
- Eligibility to participate in 401K with 3% employer match; and
- Unlimited PTO.