

District Bridges - U Street Main Street Manager/Director 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: Relationship Development, Workplan and Budget Implementer, Events and Partnerships

Exempt, full-time

The Main Street Manager (MSM) is a full-time position, responsible for the successful development and implementation of the designated Main Street corridor. This position is responsible for all 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 and historical landscape of the Main Street corridor, relevant stakeholders, technical assistance programs, and the approved programmatic 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 has strong customer service skills, stewarding the relational and programmatic development of the designated Main Street program following the approved workplan to achieve the outlined objectives. The MSM operates at all times in a transparent, inclusive, ethical, and sustainable manner.

Responsibilities

Programming

- Oversee all projects and services related to the Main Street program, including events, SBTA programs, and placekeeping initiatives;
- Develop and implement a comprehensive annual workplan rooted in community needs, and set and manage project budgets in pursuit of the Main Street's goals and objectives;
- Co-develop and manage a Neighborhood Strategy Council comprised of community stakeholders with at least 2 committees;

- Work with OD to identify contract needs in pursuit of programmatic activities - TA providers, marketing consultants, events, etc. - and monitor progress towards deliverables; and
- Manage multiple partnerships resulting in joint activities, events, campaigns, etc. that foster neighborhood connectivity.

Relationships

- Build and maintain strong relationships with business owners and landlords on the corridor using available resources to support and strengthen the business community;
- With the Community Engagement Coordinator, develop and maintain a diverse and inclusive volunteer corps;
- Develop a diverse network of stakeholders including business owners, building owners, developers, 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 technical assistance 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; and
- Work with the OD to report to DSLBD as required.

Events

- Work to plan, promote, partner on, and execute annual and one-time events that highlight the unique characteristics and history of the corridor;
- 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, and print and online publications in collaboration with a marketing consultant;
- Develop and maintain communications plan, schedule, and editorial calendar, to include:
 - Content for monthly resident and business newsletters;
 - 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 with a minimum goal of \$40,000 annually;
- Explore opportunities to solicit private and public-sector support, in the form of grants, gifts, donations, memberships, sponsorships, and contracts;
- Build relationships with donors and donor groups who work in areas related to District Bridges's mission and initiatives; and
- Maintain donor lists in Salesforce.

Organization

- Participate in annual goal setting and workplanning using EOS (Entrepreneurial Operating System), ensuring that all Main Street activities map to the overarching organizational goals and adhere to the District Bridges Strategy Screen;
- Participate in a vertical and horizontal Annual Review Process; and
- Support other Main Streets and team members with projects, events, etc.

Skills, Knowledge, and Experience

- High School Diploma or GED required
- Knowledge of the U Street neighborhood and history required
- 3-5 years experience (Manager) or 5-8 years experience (Director) in events, nightlife management, community building, neighborhood development, program management, creative placekeeping, volunteer management, and relationship development preferred
- Technically proficient, with experience in project management and CRM systems preferred
- Strong customer service skills with the ability to communicate easily, respectfully, and professionally with stakeholders of all ages, ethnicities, and socio-economic backgrounds is required
- Attention to detail with the ability to quickly maneuver between macro strategic thinking and micro program management 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 lift up to 30 lbs. and consistently operate a computer and other office productivity machinery.

Compensation

Salary ranges are available on the District Bridges website. In addition, District Bridges offers a competitive benefits package including:

- 100% medical insurance coverage at the Silver Level and access to dental insurance at a group rate
- Unlimited PTO
- Paid Federal and Local Holidays (16)
- Access to an organization sponsored 401K plan
- Access to commuter benefits
- Professional development opportunities
- Family leave