

**Program Manager Job Description,** Rochester Main Street

Rochester Main Street is a non-profit organization focused on bringing together stakeholders in the downtown to aid in downtown revitalization. By focusing on historic preservation, community events and economic development, this self-help program helps build a stronger future for the entire community by following a comprehensive four-point approach to downtown revitalization. Rochester Main Street is an affiliate member of the National Main Street Network. Programs follow four primary and three secondary transformation strategies as approved by the Board of Directors: (Primary) Attracting Millennials, Family and Kid Friendly, Arts-dining & Entertainment, and Aging In Place; (Secondary) Tourism, Attracting Professional Services, and Diversity.

**WORK OBJECTIVE**

The program manager is responsible for the development, conduct, execution and documentation of the organization. The manager is the principal staff person coordinating all program activities locally while representing the community regionally. The program manager will help guide the organization through growth and evolving objectives with direction from the Board of Directors.

**REQUIRED KNOWLEDGE AND SKILLS**

The program manager should have education and experience in the following areas: historic preservation, accounting, fundraising, grant writing, public relations, design, marketing, event planning, business administration, public administration, volunteer or nonprofit administration and/or small business development. The program manager must be sensitive to design and preservation issues. The manager must understand the issues confronting downtown businesses, property owners, public agencies and community organizations. The manager must be entrepreneurial, energetic, imaginative, well organized and capable of functioning effectively in a very independent situation. Excellent verbal and written communication skills are essential. Supervisory skills are desirable.

**RESOURCE MANAGEMENT**

The program manager supervises any necessary temporary or permanent employees, as well as professional consultants. He/she participates in personnel records and evaluations. The program manager maintains local Main Street program records and reports, establishes technical resource files and libraries and prepares regular reports for the State of the Main Street Program and the National Trust Main Street Center. The program manager monitors the annual budget and maintains financial records in cooperation with the organization’s Treasurer.

**SPECIFIC FUNCTIONS**

* Coordinate volunteer activity; ensure communication between committees is well established; assist committees with implementation of work plan items.
* Manage all program administration, including purchasing, record keeping, budget development and accounting, prepare reports required by third party accounting firm and the National Trust Main Street Center, assist with preparation of reports to funding agencies, and supervise part time employees or consultants.
* Develop economic development strategies with the Board of Directors through historic preservation utilizing the community’s human resources. Become familiar with all persons and groups directly or indirectly involved in the downtown commercial district. Assist the board and committees with the development of an annual strategic plan for the program focusing on design, economic restructuring, organization, and promotion.
* Develop and conduct ongoing public awareness and education programs – enhancing appreciation of the downtown’s assets and architecture – to foster understanding of the program’s goals and objectives. Keep the program highly visible in the community through speaking engagements, media interviews and appearances.
* Assist tenants and property owners with physical improvement projects through personal consultation, or by obtaining and supervising professional design consultants. Assist in locating appropriate contractors and materials. Participate in construction supervision. Provide advice and guidance on necessary financial mechanisms for physical improvements.
* Assess the management capacity of downtown organizations and encourage improvements in the downtown community’s ability to undertake joint activities such as promotional events, advertising, uniform store hours, special events, business downtown management. Encourage a cooperative climate between downtown interests and local public officials.
* Advise partner agencies of ongoing program activities and goals. Assist in the coordination of joint promotional events to improve the quality and success of events attracting people downtown. Work closely with local media to ensure maximum event coverage. Encourage design excellence in all aspects of promotion in order to advance an image of quality for the downtown.
* Build strong and productive working relationships with appropriate public agencies at the local and state levels.
* Use the Main Street program format to develop and maintain data systems tracking the process and progress of the local 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 at the local, state and national levels to important constituencies. Speak effectively on the program’s directions and findings, mindful of the need to improve state and national economic development policies relating to smaller communities.
* Some evening and weekend hours required, as committees or special events necessitate. Must be able to lift & carry equipment or furnishings for event & activity set-up and tear-down.

**COMPENSATION:**

Schedule: Part Time or Full Time position depending on experience

Base Salary (annually): $28,800-50,000

Benefits: Dependent on position status- exempt vs. non-exempt

Shift: Day Job

Travel: Occasional travel within city limits, rare travel to surrounding area

Please submit Cover Letter, Resume, Sample Written Press Release for an Event, and list of three References to the following by June 28, 2017:

Email: [Emily.M.Pelletier@gmail.com](mailto:Emily.M.Pelletier@gmail.com)

OR

Mail: Matthew Wyatt-ROH

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