



Position Description – Executive Director

Work Objectives

The Main Street Lexington Executive Director leads the activities of the Lexington Virginia Main Street Program to enhance the vitality of downtown Lexington as the social, cultural, and economic heart of the community. He/she is responsible for helping the organization effectively apply the proven "Four Point Approach" created by the National Main Street Center to achieve economic revitalization in the context of historic preservation. The Executive Director is the principal on-site staff person responsible for overseeing all program activities, staff, and volunteers, as well as representing the community regionally and nationally. The Executive Director helps guide the organization as its objectives evolve.

Reports to

The Executive Director reports to the President, Board of Directors, Main Street Lexington

Full Range of Duties

The Executive Director is responsible for:

- ❑ Working with the Main Street Lexington Board of Directors to establish strategic goals for the program and ensuring appropriate plans and resources are in place to achieve these goals.
- ❑ Overseeing the activity of the Main Street Lexington committees, ensuring that communication among committees is well established and assisting committee chairs in setting priorities and developing work plans.
- ❑ Working in partnership with the City of Lexington to support economic development initiatives, serving as an ambassador and key resource in the recruitment of businesses to locate in Downtown Lexington.
- ❑ Promoting a cooperative climate among downtown interests and local public officials and serving as a conduit of information between the downtown business community and the City of Lexington.
- ❑ Serving as a resource for and working collaboratively with the downtown Lexington merchant and business community, our local Tourism office, and the Chamber of Commerce to develop solutions that will benefit the entire community.
- ❑ Developing and executing a comprehensive, ongoing communications campaign through social media, local media, and the Main Street Lexington website.
- ❑ Developing and conducting ongoing public awareness and education programs designed to enhance appreciation of the downtown Lexington's assets and to foster an understanding of Main Street Lexington's program goals and objectives.
- ❑ Using public and business forums, speaking engagements, media interviews, and personal appearances to keep the program in the public eye.



- ❑ Helping build strong and productive relationships with public officials at the local, state, and national level, including the City of Lexington, Rockbridge County, Buena Vista, and the Virginia Main Street Program.
- ❑ Representing the community to important constituencies at the local, state, and national levels. Speaking effectively on the program's directions and work, mindful of the need to improve state and national economic development policies as they relate to commercial districts.
- ❑ Ensuring all required financial, administrative, and reporting responsibilities of Main Street Lexington are completed on a monthly basis.
- ❑ Other duties as required.

Resource Management Responsibilities

The Executive Director supervises other part-time or full-time employees of Main Street Lexington, as well as professional consultants.

Education, Experience, and Skills

- ❑ BS or BA degree from an accredited four-year college or university.
- ❑ Five years' experience in one of more of the following areas: economic or community development, historic preservation, finance, public relations, design, planning, business management, public administration, retailing, volunteer or nonprofit administration and/or small business development.
- ❑ Understanding of and familiarity with the Main Street Program Four Point Approach.
- ❑ Excellent verbal and written communication skills, with proven ability to engage in constructive dialogue and help strengthen relationships among members of a diverse community.
- ❑ Excellent managerial and supervisory skills.
- ❑ Entrepreneurial, energetic, imaginative, and well-organized.
- ❑ Sensitivity to design and historic preservation issues.