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**Non-Exempt****Grade: 71****Reports To:** Special Projects Director**Department:** Economic Development

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**Job Summary**

The objective of the Main Street Coordinator is to facilitate the creation of an inviting and historic downtown area that serve as the center of economic, cultural and social activity for the City of Huntsville's residents and visitors.

**Duties and Responsibilities**

The duties described below are indicative of what the Main Street Program Coordinator may be asked to perform; duties may be changed with or without notice.

1. Facilitates awareness of downtown revitalization, local businesses, and the City's unique history and character through public relations activities, advertising, and special events:
  - Plans, implements, and partners on events and activities that generate both community and visitor traffic into the downtown district.
  - Develops and disseminates special event information, regular newsletters, and other marketing materials.
2. Coordinates and develops economic strategies, marketing programs, and concepts associated with downtown revitalization:
  - Serves as a contact for all current/prospective businesses and building owners and provides information about incentives, grants and historical information established by the City of Huntsville and other historic preservation partners.
  - Assists downtown property owners by helping market their available downtown properties to potential tenants, by coordinating technical architectural and design assistance from the Texas Main Street Center; provides guidance and advice on financial incentives and other assistance available.
  - Coordinates activities within the downtown revitalization program. Works with public and private sector organizations to facilitate downtown improvements including reuse of existing buildings and underutilized space, beautification, landscaping, streetscaping, public art and infrastructure.
  - Develops, implements and maintains economic development programs, including but not limited to the analysis and monitoring of business development, business recruitment, business closures, data repositories, and real estate marketing.
  - Serves as contact for development prospects for the Downtown area; serves as an information source for property owners interested in selling or leasing their property; assists and guides investors in connecting with interested parties in the Downtown area.

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- Monitors business development and volunteer-driven revitalization that promotes a Downtown where you can live, work and play.
  - Promotes a positive message about Downtown through directing attention to signs, public spaces, parking areas, street furniture, public art, landscaping, and promotional material, instilling good maintenance practices and physical appearances.
  - Utilizes historic preservation as the integral foundation for economic development within the City educating stakeholders about the importance of design quality and long-term planning.
3. Facilitates and serves as staff liaison to the Main Street Advisory Board:
    - Coordinates administrative functions of the board.
    - Provides the Main Street Advisory Board information about current projects and upcoming events.
    - Oversees and provides training for Main Street Board members.
  4. Prepares, submits, and monitors annual budget for the Main Street Division:
    - Plans and manages resource allocations; assures efficient operations and cost-effective practices; manages the collection, analysis and reporting of operational, budget and financial data; analyzes future needs and calculates costs and resource requirements.
  5. Prepares and makes presentations to City Council, City Staff, advisory boards, civic/community groups and other outside organizations and businesses as necessary.
  6. Works with other City staff and departments to provide exceptional customer service to the public and downtown business community.
  7. Maintain the social media presence of the Downtown business community.

## **Qualifications - Education and/or Experience**

### Minimum Requirements

- Bachelor's Degree in Marketing, History, Business or related field is required.
- Five (5) years' experience in economic development, tourism, public relations, non-profit association management and/or marketing or related field.
- Must possess a valid Texas Driver's License with an acceptable driving record.

### Preferred Requirements

- Knowledge of operational characteristics, services and activities of the Main Street Program.

## **Skills and Abilities**

- Must be able to read/interpret building/land development codes, municipal codes and ordinances, regulations, and guidelines pertaining to revitalization; must have the ability to prepare budgets, program/project documentation, reports, and marketing materials.
- Effective verbal and written communication skills are required; must be able to maintain positive working relationships with City departments and personnel, outside agencies, contractors, vendors, local businesses, and the public.
- Flexible hours working nights and weekends as needed.
- Familiar with Microsoft Office Suite and social media platforms.

## **Physical Demands and Work Environment**

Physical requirements include lifting to 50 pounds occasionally. Subject to vision constantly; sitting, handling, fine dexterity, hearing and talking frequently; standing, walking, lifting, carrying, pushing/pulling, reaching and foot controls occasionally; kneeling, crouching, crawling, bending, twisting, climbing and balancing rarely.

Working conditions involve occasional exposure to variable weather conditions when conducting events is involved.

