

**TOWN OF RICHLANDS
JOB DESCRIPTION**

Department: Finance Office

Job Title: DownTown Coordinator

Reports to: Town Manager

Classification: Full Time Salary Exempt

WORK OBJECTIVES:

The Downtown Coordinator will coordinate activities as a continuing part of the Town of Richlands Revitalization Program, which utilizes historic preservation and marketing as an integral foundation for economic development. The Downtown Coordinator is responsible for assisting with the development and promoting of a viable downtown business community within the Town of Richlands.

RANGE OF DUTIES:

1. Assist in the development of community activities related to downtown revitalization issues and in the development of a successful Main Street Program.
2. Assist administration with aspects regarding community activities, including budget development, record keeping, and report preparation. The Downtown Coordinator will directly report to the Town Manager or designee however he/she must be available to attend Town Council meetings.
3. Assist in developing strategies for downtown economic development through historic preservation utilizing the community's human and economic resources. Become familiar with all persons and groups directly or indirectly involved in the downtown Richlands commercial district. Assist in the development of an action plan for continuing revitalization based upon historic preservation, promotion, organization/management, and economic restructuring/development.
4. Assess the management capacity of existing downtown organizations and provide encouragement and coordination for promotional events, advertising, uniform store hours, special events, business recruitment, parking issues, etc. Provide advice and encouragement on successful management and encourage cooperation between downtown organizations and local government.
5. Advise downtown organizations and the local Chamber of Commerce on downtown revitalization activities and assist in promotional events, such as seasonal festivals, as well as cooperative retail promotional activities in order to improve the quality and success of events to attract people to downtown events.
6. Work closely with the local media to ensure maximum event coverage and encourage design excellence in all aspects of promotion to advance the image of downtown Richlands.

7. Utilize the Main Street program format to assess the process and progress of the revitalization program. This should include economic monitoring and information on job creation and business retention.
8. Represent the Town of Richlands through effective education and communication on the programs directions and findings.
9. Develop and maintain an active Farmers Market through program development, facility management and marketing/advertisement including budgetary preparation.

MANAGERIAL RESPONSIBILITIES:

The Downtown Coordinator will report directly to the Town Manager or designee of the Town of Richlands. He/she will maintain all records and reports, establish resource files, and prepare regular reports on the downtown revitalization process. The Downtown coordinator will assist in the preparation of the annual departmental budget and will monitor the budget throughout the current fiscal year.

JOB KNOWLEDGE AND SKILLS:

The Downtown Coordinator should have post high school education and/or experience in the following areas: historic preservation, economics, finance, public relations, planning, business administration, retailing, and/or small business development. He/she should be energetic, imaginative, creative, well organized, and capable of functioning effectively in an independent situation. Excellent verbal and written communication skills are essential; supervisory skills are desirable. Must acquire knowledge of federal and state law along with Town ordinances and policies concerning Town fiscal operations. Must be proficient in Microsoft software applications.

PHYSICAL STANDARDS:

Employee must display a professional appearance and dress attire that promotes the Town of Richlands and its employees. Must be physically able to operate a variety of automated office machines, but not limited to computers, typewriters, calculators, copiers, facsimile machine and postage machines.

WORK STANDARDS:

Normal place of employment will be the Town of Richlands Town Hall. Travel and training should be expected that would require out of town trips. Must be able to work flexible hours.

WAGES:

Salary based upon qualifications.