

West Reading Community Revitalization Foundation
Position: Main Street Manager
Reports to: President & Vice President

POSITION SUMMARY:

The Main Street Manager is the face of the West Reading Community Revitalization Foundation and the surrounding community at large. They will promote downtown activities, educate businesses, serve as a listener, collaborator, clearinghouse, visionary, facilitator, and coordinator based on the National Main Street Programs four points (organization, promotion, design, and economic vitality). This individual is a self-starter with an entrepreneurial drive, who coordinates all project activities within the downtown revitalization program to promote economic development and historic preservation.

The Main Street Manager will encourage public awareness of the program activities and act as a liaison to other communities in the region or statewide who could benefit from the programs of the Main Street Program.

This individual represents West Reading locally, regionally, and nationally.

JOB RESPONSIBILITIES:

- Develops and maintains funding sources and strategies (sponsorships, memberships, advertising opportunities and grant writing to expand revenue base).
- Develops and implements programs and actions outlined by the Board of Directors to meet strategic goals of the Main Street Program and the organization.
- Serves as a liaison between West Reading Borough and the business district.
 - Facilitates regular conversations with business owners that provide insight to the organization. This includes communication for event participation, donations for events, and more.
 - Serves as a connector between businesses and West Reading's business resources and partners.
 - Manages marketing efforts as they pertain to promoting West Reading.
- Writes grant applications and carries out the project management of awarded grants.
- Develops and conducts public awareness and education programs. Through speaking engagements, media interviews and appearances to keep the program highly visible.
- Works with property owners, realtors, developers, and businesses to attract and encourage property development/businesses opening in Downtown West Reading.
- Fosters a culture of entrepreneurship in West Reading by working with our local SBA.
- Work on downtown economic development plan focused on these four areas: design, promotion, organization, and economic vitality.

- Coordinates and recruits an active volunteer force, facilitating onboarding and communication with that force.
- Manages administrative operations of the organization and works with accountant to develop and monitor budgets.
- Performs other duties as apparent or delegated by the Board of Directors.

JOB REQUIREMENTS:

- Dynamic self-starter.
- Experience in administrative OR non-profit management.
- Experience in economic development.
- Excellent marketing and event management skills.
- Excellent oral and written communication skills.
- Knowledge of downtown public and private issues desired.
- Strong organizational and project management skills.
- Professional and/or academic economic development experience strongly desired.
- Historic preservation interest desired.
- Knowledge of downtown public and private issues desired.
- Small business development, and volunteer recruitment experience desired.

EDUCATION AND EXPERIENCE:

Graduation from an accredited four-year college or university with a BS or BA degree preferred. Five years' experience in community development, business economics, main street management or downtown development, historic preservation, and/or marketing and promotion, or equivalent combination of education and experience.

The manager must be entrepreneurial, energetic, imaginative, well-organized, and capable of functioning effectively in an independent situation. Excellent verbal and written communication skills are essential.

Will require some evening and weekend work.

Benefits include medical & dental. Time off includes all major and government holidays.

Salary range: \$40k - \$55k depending upon experience.

To apply, send a resume, cover letter, references, and any relevant materials to Mark Dougherty West Reading Community Revitalization Foundation Board President to: sndwedge55@gmail.com. Please use subject line "Main Street Manager Application."

We prohibit discrimination and harassment of any kind based on race, color, sex, religion, sexual orientation, national origin, disability, genetic information, pregnancy, or any other protected characteristic as outlined by federal, state, or local laws.