

## **Melbourne Main Street Executive Director**

### **Job Description**

Supervised by: Melbourne Main Street Board of Directors

Supervises: Full/Time Part Time Employees/Contractors

### **General Summary**

The Melbourne Main Street Executive Director is responsible for the development, execution, implementation and documentation of activities and initiatives of Melbourne Main Street, a non-profit organization that works to build public-private partnerships to revitalize Downtown Melbourne. The Executive Director reports directly to the Board of Directors and works in a collaborative manner to determine the overall development objectives, action plans, and strategic direction of the organization in the best interest of Downtown Melbourne. The Executive Director will act as a liaison to the City of Melbourne and will report quarterly to the Downtown Community Redevelopment Advisory Board to advocate for policies and initiatives in accordance with the 10-year plan. The Executive Director will work consistently and enthusiastically to promote downtown development through various public relations initiatives, downtown business and property owners, as well as the broader business community to identify and secure grant-funding, sponsorships, and perform all administrative functions associated with Main Street activities, including large-scale events

### **Essential Job Functions**

- \* Builds strong relationships within the community through the development and delivery of public awareness of Downtown Melbourne. Keeps the program highly visible through public speaking engagements, media presentations, and through the development of support materials to be used to market program as well as sitting on community and city-related boards as relevant to the position
- \* Seeks out grant opportunities and prepares grant applications for a variety of community development programs including but not limited to the Space Coast Office of Tourism, Brevard Cultural Alliance, and the Downtown CRA
- \* Encourage and fosters entrepreneurial enterprises in the community, making referrals to resource providers when appropriate.
- \* Creates and maintains a cooperative working relationship with existing and news business owners/operators, residents, and local agencies. Maintains and disseminates information pertaining to the district as a whole, specific projects, existing amenities, tax and financial inquires.
- \* Plans and executes large-scale street festivals including but not limited to the Downtown Melbourne Food & Wine Festival, Florida Tech's Homecoming Festival, Downtown Melbourne Botanical Festival, Sidewalk Sale, Annual Tree Lighting Ceremony & Candlelight Shopping; The Director is responsible for making sure events are financially profitable, align with City of Melbourne permit agreements, and assumes overall responsibility for all aspects of the event. Director is also responsible for managing contractors hired to carry-out event specific responsibilities.
- \* Director should have an in-depth understanding of CRAs and be able to accurately articulate the role it plays in fostering downtown development.
- \* Takes on a leadership role in the coordinated effort to address chronic homelessness in South Brevard with a specific focus on the Downtown retail-core. This includes leading monthly community meetings, working collaboratively with organizations such as the The Daily Bread, Melbourne Police Department, South Brevard Sharing Center and other non-profits, and advocating on a yearly basis for the funding of an outreach worker contracted by the City of Melbourne.

- \* Run all social media accounts including the MMS FB page, Downtown Melbourne FB page, MMS Instagram account, post new content on and regularly update the [DowntownMelbourne.com](http://DowntownMelbourne.com) website, create and maintain all event-level postings, oversee [Foodandwine.DowntownMelbourne.com](http://Foodandwine.DowntownMelbourne.com) website, FB, and event page.
- \* Maintain contact database and use Constant Contact on a regular basis to put together the Downtown Newsletter, communicate with businesses, and create press releases.
- \* Host quarterly merchant meetings, property owner meetings, and downtown-specific business education meetings as needed.
- \* Recruit and retain members both inside and outside of Downtown.
- \* Provide day-to-day oversight of projects, reviews and authorizes invoices, maintains all financial and project data, ensures timeline and task execution of all projects.
- \* Fosters and maintains positive collaborative working relationships with City of Melbourne staff, especially the City Manager, planning department, and code enforcement officials.
- \* Works collaboratively with Treasurer to develop and maintain the budget as a whole and individual projects within.
- \* Oversee the Downtown Directory on a quarterly basis, including editorial content and all ad sales.
- \* Actively work to recognize and capitalize on opportunities to create new revenue sources.
- \* Strategically identify and lead the effort to leverage additional revenue via large corporate donors.
- \* Serve as the grassroots organizer to address key issues facing Downtown Melbourne such as advocating for clean-up, lighting, improvements, development projects, etc.

#### Compensation package

- Starting salary is \$45,000.
- Health insurance (with cap of \$4000) per year.
- After 6 months: 401k matching up to \$2000
- Mobile phone provided
- Gas allowance