

**City of Twin City  
Main Street Manager**

**Job Description**

*Although Twin City does not have a central square that defines "downtown," the term is used to represent the commercial aspects of Twin City, a railroad "strip town," particularly as businesses relate to the Historic District.*

**1. Work Objectives**

The Main Street Manager coordinates activity within Main Street objectives of revitalization through historic preservation, and acts as a liaison between Mayor, City Council, and the required non-profit, Historic Twin City, Georgia, Inc.

He/She is responsible for the planning, development, execution, and documentation of a revitalization program. The Main Street Manager is the principal on-site staff person responsible for coordinating all program activities locally as well as for representing the community regionally and nationally as appropriate.

**2. Full Range of Duties to be Performed**

- a. Coordinate activity of revitalization and downtown development with Main Street, Historic Twin City GA, Inc., Mayor and Council, and volunteers, ensuring that communication between committees is well established; assist committees with forming and implementing of work plans and items.
- b. Manage all administrative aspects of the Main Street program including purchasing, record keeping, grant administration, budget development and accounting, preparing all reports required by the Department of Community Affairs (Main Street Program) and the City, assisting with preparations of reports to funding agencies, and supervision of interns and consultants as applies.
- c. Develop, in conjunction with the City, strategies for new programs and economic development utilizing the community's human and economic resources. Become familiar with persons and groups directly or indirectly involved in the commercial districts and neighborhood organizations. Be mindful of the roles of various downtown and historic preservation interest groups, assist (and recruit) committees in developing an action plan for implementing revitalization programs focused on aspects of Design/Historic preservation, promotion, organization, management and restructuring/development.
- d. Develop and conduct the ongoing public awareness and education program designed to enhance appreciation of the historic district's architecture and other assets. Foster an

understanding of the Main Street program's goals and objectives through speaking engagements, media interviews, appearances, while keeping the district highly visible in the community.

- e. Assist individual tenants or property owners with physical improvement projects through personal consultation or by obtaining and supervising professional design consultants; assist in locating appropriate contractors and materials; when possible, participate in construction supervision; provide advice and guidance on necessary financial mechanisms for physical improvements.
- f. Encourage improvements in the downtown community's ability to undertake joint activities such as promotional events, advertising, uniform store hours, special events, business recruitment, and parking management. Provide advice and information on successful downtown management. Encourage a cooperative climate between commercial interests and local public officials.
- g. Develop and advise Downtown Merchant Organizations and/or Chamber of Commerce Committees on downtown program activities and goals and assist in the coordination of joint promotional events, such as seasonal festivals or cooperative retail promotional events in order to improve the quality and success of events to attract people downtown; work closely with local media to ensure maximum coverage; encourage design excellence in all aspects of promotion in order to advance an image of quality for the downtown.
- h. Help build strong and productive working relationships with appropriate public agencies at the local and state levels.
- i. Monitor the program's success by developing and maintaining data systems to track and assess the progress of the Main Street program. These systems can include economic monitoring, accurate and up-to-date tax base information, individual building files, thorough photographic documentation of all physical changes, and information on job creation and business retention.)
- j. Represent the community at the local, state, and national levels to important constituencies. Speak effectively on the program's directions and findings, always mindful of the need to improve state and national economic development policies as they relate to smaller communities.
- k. Work with George L. Smith State Park in joint efforts to establish festivals and cultivate heritage tourism within the area. Oversee the hours and functioning of the Welcome Center.

### 3. **Resource Management Responsibilities**

The Main Street Manager supervises any necessary temporary or permanent employees, as well as professional consultants. He/She participates in personnel and project evaluations. The Director oversees any grant administration or special funding acquired through the Main Street Office and the DCA but not managed directly by the City, e.g. tax district.

### 4. **Job Knowledge and Skills Required**

The Main Street Manager should be a creative thinker and have education, knowledge and experience in as many of the following areas as possible: first and foremost **Public relations and communication, historic preservation, planning, journalism, and volunteer or non-profit administration**. Also helpful are business development, architecture, economics, finance, design, business administration, public administration, retailing.

The Main Street Manager is expected to become knowledgeable in the history and historic resources of Twin City as well as the immediate surrounding area.

The Main Street Manager must be sensitive to design and preservation issues. The manager must understand the issues confronting agencies, and community organizations. The manager must be entrepreneurial, energetic, imaginative, well-organized and capable of functioning effectively in a very independent situation. *Excellent verbal and written communication skills are essential*. Supervisory skills are desirable.