

**CITY OF GONZALES  
POSITION DESCRIPTION**

**TITLE:** Main Street Executive Director  
**DEPARTMENT:** Main Street

**JOB CODE:** Full-Time  
**FLSA:** Exempt

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**SUMMARY:** Plans, coordinates, and manages the City's Main Street Program coordinating community organization, promotion, design, and economic restructuring as set by the National Trust for Historic Preservation. Work with local organizations to focus on improvements and preservation planning. Has daily contact with the public and with groups requiring courtesy, tact, speaking skills, and poise. Responsible for the preparation of numerous reports and makes decisions requiring mature judgment. This position directly reports to the City Manager.

*The intent of this position description is to provide a representative summary of the major duties and responsibilities performed by incumbent(s) in this position. Incumbent(s) may not be required to perform all duties in this description and incumbent(s) may be required to perform position-related tasks other than those specifically listed in this description.*

**Essential Job Functions:**

- In collaboration with City Manager, creates and updates the Program's annual work plan including budget development, financial incentives, purchasing, and record keeping.
- Coordinates updates and submits program reports to the Texas Main Street Program, and National Trust for Historic Preservation as required.
- Organize Main Street Advisory Board and other volunteers in order to enhance appreciation of Gonzales' assets and implement the goals of the Main Street Project.
- Solicits sponsorships and volunteers for Main Street events and projects. Collaborates with outside agencies and the public regarding various program matters
- Serves as a contact for all current/prospective businesses and building owners and provides information about incentives, grants, and historical information.
- Works with the Economic Development Director for business retention/expansion in the Main Street area.
- Plan and develop promotional ideas to draw retail business and tourists to town.
- Use information acquired from the State and through networking with other Main Street cities to gain ideas and solve problems.
- Promote community interest and support through publicity on radio and in newspapers.
- Encourage and promote rehabilitation projects for commercial structures.
- Maintains an incentive grant fund to be used for further commercial structural improvements by receiving funding from the Gonzales Economic Development Corporation.
- Assist building owners with rehabilitation by offering lists of contractors, access to State architects, drawings done previously by the State, local project assistance, and local publicity.
- Research, seek, apply, and administer grants for the improvement of the Downtown Area.
- Maintain list of buildings and businesses in the Downtown Area.
- Research the history of the buildings in the Downtown Area.
- Represent Gonzales at various conferences, workshops, and seminars.
- Co-ordinates with City departments for city wide promotions and seasonal decorating.
- Makes contact at least monthly with each downtown business/building owner to discuss downtown and business related issues.
- Other duties as assigned.

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**Required Knowledge and Skills:**

- Skill in providing excellent customer service to persons of all ages, regardless of social or economic backgrounds
- Skills in organizational development, written/verbal communication, management, merchandising, advertising, public relations, bookkeeping, business procedures, and inventory required.
- Knowledge of the community, businesses, local personalities, coordination, and the surrounding areas necessary.

**Required Education, Experience and Certificates:**

- High School Diploma or equivalent
- Training in secretarial, management, and public relations needed.
- Previous retail and economic development experience recommended.
- Two Main Street training sessions required annually.

**Environmental Factors and Conditions/Physical Requirements:**

- Work primarily takes place indoors, but can take place outdoors during special projects.
- May be subject to repetitive motion such as typing and vision to monitor.
- May be subject to standing, sitting, bending, reaching kneeling and lifting (up to 50 lbs.).

**Equipment and Tools Utilized:**

- Equipment utilized includes computer, copier, calculator, fax machine and standard office equipment.