



Downtown Crystal Lake / Main Street Program **Executive Director**

JOB DESCRIPTION:

The Executive Director promotes downtown activities, educates businesses, serves as a listener, collaborator, clearinghouse, visionary, facilitator, and coordinator based on the four points (organization, promotion, design, and economic restructuring) of the Main Street Program. The Executive Director encourages public awareness of the program activities and acts as a liaison to all committees and partner organizations. The Executive Director serves as an advocate for the downtown as an authority and source for information, resources and activities related to the Program.

REPORTING LINES:

The Executive Director is principally accountable to the President of the Board of Directors and secondly to the Board of Directors.

DUTIES AND JOB RESPONSIBILITIES:

This position promotes the organization's image, programs and activities. The main responsibilities follow:

- Coordinates the activities of the Main Street Program.
- Coordinate with committee chairs to ensure the Program continues to work towards the goals of the organization.
- Review committee work plans and oversee the events and organization calendars.
- Manages all administrative aspects of the Program.
- Supervises support staff, consultants, interns, vendors and volunteers.
- Report writing for monthly state reports as required by Illinois Main Street, an annual report for the Program and any other reports as required.
- Participates in appropriate community organizations and attend events, workshops or conferences.
- Help build strong, productive relationships with and between partners of the Program.
- Provides advice and information, assesses and encourages joint involvement in the downtown community's promotional events-advertising, special events, business recruitment, parking management, etc.
- Provides advice and guidance to individual tenants or property owners regarding physical improvements and business enhancements.
- Advises and assists in efforts to attract people and businesses downtown.
- Helps build strong, productive working relationships with appropriated public agencies at the local and state levels.

QUALIFICATIONS AND DESIRED CHARACTERISTICS:

The desired candidate for the Executive Director will have the education and/or experience in one or more of the following areas: public relations, economic development, tourism, business administration, volunteer or non-profit management, small business development or journalism. In addition, the desired candidate will understand the issues confronting downtown business people, property owners, public agencies and community organizations. The Executive Director will have the following skills:

- Excellent written and verbal communication skills;
- Entrepreneurial, energetic and imaginative;
- Well organized;
- Capable of functioning effectively in an independent environment;
- Supervisory experience;
- Proficient with Microsoft Office Suite;
- Basic website and social media management; and
- Comfortable fundraising for events.

ABOUT DOWNTOWN CRYSTAL LAKE/MAIN STREET:

Downtown Crystal Lake/Main Street is a 501(c)3 non-profit organization. Downtown Crystal Lake/Main Street is a member of Illinois Main Street and nationally accredited by Main Street America. Main Street is a preservation-based economic development program dedicated to revitalizing our community's historic downtown district.

BENEFITS AND EXPECTATIONS:

The Executive Director is expected to work full-time at 40hours/week. The salary range will be based on qualifications and experience (\$40,000-\$45,000) with paid vacation and personal time. The Executive Director will be reimbursed for travel and business expenses.

To apply, please send a cover letter and resume to Ben Volling, President of Downtown Crystal Lake/Main Street at bvolling7@gmail.com no later than January 12th, 2022.