

Deming Luna County MainStreet Program Inc.

Executive Director



Job Description

E: ed@demingms.org P: (575) 546.2674 A: 800 E Pine St. Deming NM 88030

The Deming Luna County MainStreet Program is seeking a dynamic, experienced Executive Director to lead its downtown revitalization efforts in close conjunction with its board of directors.

The Executive Director is responsible for the following areas of work:

- In conjunction with the board of directors, developing strategies for preservation-based economic development in the MainStreet district by identifying resources, partners, and organizations that can assist with revitalization and assisting the board and committees with developing and implementing an action plan and projects based on program goals and objectives and the MainStreet Four-Point Approach®.
- Become familiar with all persons and groups directly and indirectly involved in the downtown. Encourage a cooperative climate among the MainStreet organization, downtown interests, and local government.
- Manage the administrative aspects of the MainStreet program, including purchasing, record keeping, budget development, accounting, preparing all reports required by the coordinating MainStreet program and by the National Main Street Center, assisting with the preparation of reports to funding agencies, and supervising employees or consultants.
- Develop and conduct ongoing public awareness and educational programs designed to create awareness and appreciation of the downtown district and to foster awareness and understanding of the MainStreet program's goals and objectives through the use of speaking engagements, electronic media, media interviews, personal appearances and other methods.
- Assist and develop the capacity of downtown businesses, institutions, and organizations to carry out a variety of improvement activities, such as physical improvements, better business practices, promotional events, advertising campaigns, parking management, and business development.
- Assist individual tenants or property owners with property improvement projects by providing or coordinating professional design consultation and offering advice and guidelines for financing.
- Help to build strong, productive, working relationships with key stakeholders and potential partner organizations, including downtown business and property owners, municipal and county government, local and state agencies, nonprofit associations and charitable organizations, civic associations, schools, media, institutions, resident, and others.
- Help the organization build strong and productive relationships with appropriate public agencies at the local and state levels. Represent the organization and community to important constituencies at the local, state, and national levels. Speak effectively on the program's directions and work, mindful of the need to improve state and national economic development policies as they relate to traditional downtown districts.

- Develop and maintain systems to track the progress of the MainStreet organization and to quantify downtown improvements through mechanisms such as quarterly reporting to New Mexico MainStreet on economic and physical changes, photos, property inventory, etc.
- Attend all trainings, professional development activities, and planning meetings required by New Mexico MainStreet to fulfill the responsibilities specified under any Letter of Agreement or Memorandum of Understanding with the New Mexico Economic Development Department.
- Assist the board of directors with preparation for its regular meeting and achievement of its governance duties.
- Assist with the work of the MainStreet program committees or task forces by helping to identify, plan, and, where appropriate, implement projects with committee volunteers and ensure that communication among committees and the board of directors is well established.

Resource Management Responsibilities

The Executive Director supervises any necessary temporary or permanent employees, as well as professional consultants. He/she participates in personnel and project evaluations. The Executive Director maintains local MainStreet program records and reports, establishes technical resource files and libraries, and prepares regular reports for New Mexico MainStreet and the National Main Street Center. In conjunction with the board Treasurer, the Executive Director monitors the annual program budget and maintains financial records. S/he seeks to cultivate and retain a diverse base of volunteers and partner organizations to assist the organization with fulfilling its mission.

Job Knowledge and Skills Required

The Executive Director should have education and/or experience in one or more of the following areas: commercial district management, economics, finance, public relations, planning, business administration, public administration, retailing, volunteer or non-profit administration, architecture, historic preservation, and/or small business development. The Executive Director must be sensitive to design and preservation issues and must understand the issues confronting downtown business people, property owners, public agencies, and community organizations. The Executive Director must be entrepreneurial, energetic, imaginative, well organized and capable of functioning effectively in an independent environment. Excellent written and verbal communication skills are essential. Supervisory and volunteer development skills are desirable.

Salary/Benefit Details

The salary range is \$30-45,000 depending on experience and qualifications. The position provides benefits, including paid vacation and sick leave, travel reimbursement for training, and a flexible work schedule. This is a full-time position.

To be considered return resume and letter of interest to 800 E Pine St. Deming NM 88030 or ed@demingms.org. First round of reviews on 2/7/2024. Position will remain open until filled.

The Deming Luna County MainStreet Program Inc. is an equal opportunity employer.

Adapted from *Board Members Handbook, 2nd Edition*, © National Trust for Historic Preservation, 2003.