

## Employment Opportunity – Rogers City Main Street Executive Director

The Rogers City Downtown Development Authority was recently selected as the 25<sup>th</sup> Michigan Main Street Community and is seeking an exceptional individual interested in becoming its very first Main Street Executive Director. Positive momentum is running strong in this northeast Michigan waterfront community, which is seeking an energetic self-starter with strong leadership and communication skills and a can-do attitude to help our downtown thrive by developing and accomplishing goals while having fun and managing multiple priorities and perspectives.

Education/experience in Main Street, DDA, economic development, web site design/maintenance, and/or graphic design a plus but not required. Starting wage and benefit range of \$35,000 to \$75,000 depending on education and experience. Send cover letter, resume, wage history, and three references to Rogers City Main Street Program c/o Joe Hefele at [jhefele@rogerscity.com](mailto:jhefele@rogerscity.com) by 12/31/21. Position open until filled. Complete job description can be viewed at [www.rogerscity.com](http://www.rogerscity.com).

# Rogers City Main Street Program

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## Main Street Executive Director Job Description

### Job Summary:

The Main Street Executive Director is responsible for programs and projects that meet the objectives determined by the Rogers City Downtown Development Authority (DDA). The Rogers City Main Street Program is charged with the revitalization of Rogers City's Downtown Main Street District.

The Main Street Executive Director is an advocate for the Rogers City Main Street Program, providing information and background on the goals and accomplishments of the Michigan Main Street Program to business owners, city officials and staff, and other interested persons. The Executive Director will be a positive and energetic source for the long-term revitalization of downtown Rogers City and will support the Main Street Program throughout the community.

The Main Street Executive Director helps promote excellence in design, good business practices, and compliance with local, state, and federal regulations.

As the Rogers City Main Street Office would not initially employ any clerical staff, the Main Street Executive Director would be responsible for his/her own clerical duties.

### Range of Duties:

1. The Main Street Executive Director duties will encompass a variety of tasks as determined by the DDA/Main Street Program. Annual evaluations will be based on defined goals and objectives agreed upon by the Main Street Manager and the DDA/Main Street Program.
2. The Main Street Executive Director will:
  - a. Be knowledgeable about the four-point Main Street approach to economic revitalization, and serve as the visible contact person for the Main Street Program.
  - b. Work with the DDA/Main Street Program to facilitate and direct the program of the organization.
  - c. Help facilitate efforts at business retention, expansion, and recruitment, including providing information, expertise, and appropriate referrals to business owners, marketing the DDA/Main Street Program to outside businesses, working with developers and building owners to enhance the quality of retail and commercial businesses and the quality of their retail/commercial space.
  - d. Help facilitate funding sources for expansion and development of the Main Street Program in concert with other organizations, agencies, and government entities.
  - e. Help facilitate the promotion of the Main Street Program to increase the diversity of the population visiting and using downtown businesses.
  - f. Work with the DDA/Main Street Program and various committees to develop and implement an annual work plan upon which the program will operate.
  - g. Assist in developing and maintain DDA/Main Street Program website and coordinate use of social media in order to communicate and promote the Main Street Program.

- h. Be well-versed on the Rogers City Downtown Development and Tax Increment Financing Plan and assist with efforts to remain current and keep the DDA/Main Street Program on task with its goals and objectives.
- i. Be well-versed with the Rogers City Economic Development and Community Promotion Plan, the Rogers City Master Plan, and the Rogers City Zoning Ordinance.
- j. Be familiar with, and make regular contact with, existing and new members of the Rogers City Downtown business community in order to foster support and participation in DDA/Main Street Program objectives.
- k. Be familiar with persons and groups directly or indirectly involved in the revitalization of Rogers City including, but not limited to, the Rogers City Area Chamber of Commerce, the Presque Isle County Economic Development Corporation, the Small Business Development Center, the Michigan Economic Development Corporation, and other State departments.
- l. Work directly with the community to enhance downtown Rogers City.
- m. Attend and provide reports at all meetings of the DDA, attend committee, sub-committee, and task group meetings as requested by the DDA, and assist and provide management as an ex-officio member of all Main Street Program committees.
- n. Work with the City Manager on financial matters associated with the DDA/Main Street Program.
- o. Work with the City Planner on projects involving construction or maintenance within the Downtown district.
- p. Help facilitate the recruitment, evaluation, and retention of volunteers, including members of the four Main Street committees, special project volunteers, and short-term volunteers.
- q. Manage additional staff hired to support the DDA/Main Street Program if such support staff is hired.
- r. Assist in producing press releases and maintain good working relationships with area media.
- s. Assist with writing, editing, creating, and publishing informational brochures, information packets, flyers, and other promotional materials.
- t. Ensure that all outgoing materials adhere to the standards of the DDA/Main Street Program.
- u. Assist with the preparation of necessary reports, summaries, and research projects, as assigned by the DDA/Main Street Program.
- v. Assist with the coordination and promotion of a farmers' market.
- w. Assist with the creation, implementation, and coordination of downtown events.
- x. Assist in fostering historic preservation and historic design in the downtown district.

**Desired Qualifications:**

The Main Street Executive Director should have at least three years of combined education and experience in one or more of the following: business organizations, non-profit corporations, small business development, public relations, planning, retail, fundraising, historic preservation, sociology, urban geography, architecture, or a related field; Main Street experience is a plus.

The Main Street Executive Director should be self-starter who is energetic and imaginative.

Excellent written and verbal skills are required; public speaking experience is a plus.

Applicants must have general computer skills and be proficient in word processing and spreadsheet applications; web site design and maintenance and/or graphic design skills a plus.