

Job Description for Manager of Main Street Princess Anne, Md

The Princess Anne Main Street Manager is responsible for fostering the vitality of downtown, historic Princess Anne, Somerset County, Maryland. The Manager's goal is help Princess Anne

- create a lively sense of place,
- revitalize its business community, and
- protect and promote its historic heritage.

The Manager will accomplish these goals through:

- Networking with the Town officials, Economic Development Commission, Chamber of Commerce, business and property owners and realtors to encourage retail and businesses to locate downtown,
- Promoting the unique qualities, history and events of the town to help create a sense of place and reinforce community pride, and
- Seeking grants to support the above activities.

The Manager reports to a volunteer board of directors via the Board President. The Board consists of members of the Princess Anne business community, Town Commission, University of Maryland, Eastern Shore, and County economic development and tourism officials. Main Street Princess Anne, Inc. is recognized by the IRS as a 501 (c) (3) charity.

Wage and Hours:

This full time position pays \$15,000-\$25,000 a year, depending on previous salary history. If you believe the position can be part time, you can state that in your application (see How to Apply below). The Manager is an independent contractor to Main Street Princess Anne, Inc. No retirement or health benefits are included. Regular attendance at Town Commission or Working Committee meetings as well as occasional civic meetings is expected. This will involve some evening and weekend work. Quarterly travel within Maryland to Main Street meetings is also expected. Questions regarding the position can be emailed to Princessannemainstreet@gmail.com. Leave a phone number for a return call.

Functions:

1. Manages the Main Street program:

- Implements existing annual work plan (attached) and budget** and annually drafts new annual work plan and budget, working with the Board. Maintains current fiscal information and informs Board of potential problems.
- Develops, updates and maintains all Main Street records, including Board meeting agendas and minutes, monthly financial reports, Articles of Incorporation, Maryland Certificate of Good Standing, Bylaws, annual IRS 990 tax return, and Maryland Certificate of Registration as a Charitable Organization.**
- Builds strong working relationship with State officials** responsible for Maryland Main Street program and likely State granting agencies. Submits timely reports required to maintain Main Street status. Networks with other successful Maryland Main Street managers.

2. Promotes Princess Anne as a lively place to shop, eat and experience history.

- a. Cooperates with other civic groups such as the Chamber of Commerce and Historical Society to promote their events.
- b. Uses social and traditional media effectively (especially Facebook and Constant Contact) to promote Princess Anne.
- c. Completes the developing, stand-alone web page and maintains it in timely manner.

3. Attracts appropriate businesses to locate and remain in Princess Anne. Stays current on the many tax incentives available for businesses to locate or improve properties in Princess Anne. Maintains an inventory of building ownership and monitors current and potential Somerset Avenue storefront vacancies. Works closely with town officials, Somerset County Economic Development Commission and realtors to identify potential businesses.

4. Improves the appearance of Main Street. Explores with interested merchants their ideas to improve storefronts, signs, operations, etc., and provides information about successful efforts in other communities for their consideration. Maintains contacts with technical experts who can assist merchants and owners in window design and physical alterations that would be consistent with the historic character of the town.

5. Identifies grant and fundraising opportunities to implement the Main Street programs, including financing the Manager position in the future. Prepares for Board approval grant applications and negotiates with donors. Manages, monitors and files timely reports on awarded projects.

6. To achieve these functions it will be critical for the Manager to build excellent, productive working relationships with town officials, building owners, merchants and local organizations including but not limited to the Chamber of Commerce, the Historical Society and Trust, Somerset County Tourism Office and Economic Development Commission, UMES, and Princess Anne Volunteer Fire Department.

Job Knowledge and Skills Required:

The Manager should have education and/or experience in one or more of the following areas: marketing, economics, finance, public relations, design, journalism, planning, business administration, management, retailing, volunteer or nonprofit administration, or small business development. Practical skills include ability to use Microsoft office suite and social media. Excellent interpersonal communication skills are a necessity. The Manager must be entrepreneurial, energetic, imaginative, well organized, and capable of functioning effectively in an independent situation. Knowledge of Princess Anne and the national Main Street program is desirable.

How to Apply:

Along with your resume, please submit a cover letter describing specifically how your experience and skills meet the functions described above. Include your minimum payment requirement. If you believe the position can be filled at less than full time, state the conditions you would propose. Include three references with their phone numbers and email addresses. Send application electronically to princessannemainstreet@gmail.com. The position opened in August 2016, and will remain open until September 9, 2016. If not filled, it will be opened again.