



## **PROGRAM MANAGER JOB DESCRIPTION**

11/10/2020

### **Candidate Qualities**

The Program Director must be proactive, creative, and well organized. They must possess excellent written and verbal communication skills as well as be a confident public representative of the organization and town. Experience in fundraising, event planning, and/or non-profit management is highly recommended. The successful director will be able to maintain a varied workload and schedule, and must demonstrate infectious passion for revitalization in Downtown Luray.

### **Overview**

- Develop and direct a comprehensive Virginia Main Street program to promote a thriving and engaging downtown for the Town of Luray, Virginia.
- Participate in the Luray community and business activities that create public awareness and foster appreciation for the mission, goals and objectives of LDI.
- Encourage a cooperative relationship between public and private interests including, members of Town council and our local business/property owners.
- Maintain strong relationships with partnering organizations, downtown stakeholders, donors, and friends of downtown.
- The first ninety (90) days of employment shall be regarded as a probationary period to be utilized for training and observation of the employees' work. Any probationary employee may be discharged at any time during their probationary period.

### **Board and Committee Support:**

- Program Director reports directly to Board of Directors
- Attend board & committee meetings and act as a liaison between these groups
- Work with the Board and Committees to implement and track activities in LDI's annual plan
- Work in collaboration with the Board to find volunteers
- Work closely with committee members to define annual transformation strategies, develop and monitor timelines, and budgets
- Collaborate with Board members to implement LDI sponsored events including liaison with town departments to coordinate permits, licenses, and street closings for events and negotiating contracts for services, rentals, venues, entertainers, etc.
- Assist preparing Board meeting materials if requested by Secretary
- Provide administrative support for board & committees as requested including preparation of meeting materials, scheduling, securing locations for meetings, creating agendas, etc.

## **Support Downtown Business**

- Communicate often with downtown merchants and county partners regarding issues related to economic revitalization and community events
- Attend all Town Council meetings. Maintain a good understanding of current issues related to economic revitalization being discussed by Page County Board of Supervisors and EDA, attending their meetings whenever possible.
- Communicate with downtown merchants regarding issues of concern and act as liaison with LDI committees and board to assist in addressing issues identified by the merchants
- Identify opportunities to support downtown business and collaborate with Board on organizing these events.
- Actively recruit and source new merchants to fill vacant buildings in the downtown district.
- Have a strong understanding of property availability, sale and lease prices.
- Work with board of directors to keep real estate inventory and track vacancy/occupancy rates within the district

## **Marketing and Social**

- Act as spokesperson to media and promote media coverage of downtown revitalization news and projects
- Maintain and develop LDI's web pages, social media, promotions and other communications materials.
- Continue LDI Monthly newsletter communication to downtown merchants/building owners
- Write and distribute press releases, media advisories, and public service announcements, and arranging interviews
- Develop monthly newspaper promotional material
- Assist and/or provide support in the design and production of ads, flyers, merchandising and materials for events and promotions
- Attend local business and public functions as a representative of LDI
- Serve as the "face" of LDI when President is not available

## **Fundraising**

- Identify DHCD, VA Main Street grant & technical assistance opportunities & refer them to Board
- Work in collaboration with Fundraising/Admin Committee in developing fundraising plans, materials and presentations and relationships with current and/or potential donors.
- Track fundraising donations including: in-kind, monetary, and tangible donations, as well as ensure donor recognition in a timely manner
- Provide assistance to all Committees to plan and implement fundraising events including budgeting, volunteer management, etc.
- Work in collaboration with President/Treasurer to prepare and submit funding proposals to the Town Council annually

## **VA Main Street Responsibilities**

- Ensure LDI meets program standards required by Virginia Main Street and maintains National Accredited Program status.
- Collect monthly statistical data on downtown district for Virginia Main Street quarterly reports

- Attend all trainings, conferences, and meetings for Virginia and National Main Street programs

## **Administration**

- Oversee the administration and day-to-day activities of the office including:
  - Respond to and provide board members with access to any documents and/or materials that they need for committee activities
  - Maintaining Board, volunteer, and business contact lists
  - Maintain office including access to all hard copy documents and electronic files
- Maintain regular business hours, including evening and weekend events as needed
- Answer phone/email; respond to and distribute messages; manage office supplies
- Pick up mail and distribute to appropriate board/staff
- Maintain proper operation of all office equipment, including computers, printers, and phone
- Organize and maintain digital and hard copy filing system including operational manuals and organizational binders for committees. Ensure these documents are easily accessible as needed. This includes performing regular backup of computer hard drive.

## **Finance & Bookkeeping**

- As requested by President and/or Treasurer, perform required banking, check preparation, and bill payment in a timely manner
- Work in collaboration with President and/or Treasurer to invoice and distribute payments to sponsors, vendors, entertainers, and contractors for special events
- Work in collaboration with President and/or Treasurer in developing annual budget and tracking revenue & expenses throughout the year
- Provide follow-up administration for grants received including reports (financial, project updates, etc.)

## **Reporting Responsibilities:**

### Board:

- Program Manager reports to the LDI Board. The Board may designate the President and/or other board members or individuals to oversee and manage the Program Manager's activities on their behalf
- Update Board weekly/monthly on the organization's activities

### Town Council:

- Prepare and present monthly reports to the Town Council regarding LDI's activities
- Work in collaboration with the President to prepare and submit a written annual request to the Town Council for funding

### VA Main Street:

- Prepare and submit written VMS Quarterly reports. This report will be submitted to the President for review and approval a minimum of 3 days before it is submitted to VA Main Street.
- Prepare and submit written VMS Annual Report for accreditation. This report will be submitted to the President for review and approval a minimum of 1 week before it is due to VA Main Street.
- Maintain relationship with Virginia Main Street partners and representatives