



Position Description

Executive Director

Summary

The Main Street Fairmont Executive Director leads downtown Fairmont's revitalization and economic development, and the organization's events and fundraising efforts. The successful candidate must exhibit strong interpersonal skills, be well organized, and build strong partnerships between business owners, Main Street Board, and volunteers as well as county and city officials for the betterment of downtown Fairmont and the greater Main Street District.

I. Major Responsibilities:

● Organizational Development

- Oversees the operation of a successful non-profit institution, development and implementation of a balanced annual budget, and strategic operating plans
- Develops and implement consistent accounting policies, procedures, and operational reporting/metrics.
- Retains a diverse, highly qualified staff and volunteers by providing management, career coaching, growth, and personal development for workers.
- Developing and maintaining a data system to track the progress of the local program
- Coordinates activities of Main Street employees, and committees, and maintains a volunteer network to implement strategic initiatives

● Strategic Planning and Communication

- Assists Main Street Fairmont's board in developing an annual action plan for implementing a downtown revitalization program
- Raises the profile of downtown Fairmont and the Main Street Program to reach new audiences and build its reputation as a business-friendly environment through the implementation of the Main Street Four-Point Approach
- Communicates regularly with donors and stakeholders to reinforce their trust in the organization
- Serves as an advocate for downtown issues at local, county, and state levels

● Financial and Fundraising

- Leads fundraising activities, including seeking appropriate grant funding; event organization and management aimed at growing the business district and the capabilities of Main Street
- Creates and implements a fundraising campaign to broaden the organization's donor base to assure long-term financial stability

II. Key Capacities:

- The successful candidate must be a highly motivated, self-starter with an entrepreneurial mindset, with an innovative approach to business planning, and have:
- A history of successfully generating new revenue streams and improving financial results
- The ability to articulate a clear vision for the organization and communicate effectively in public settings
- The ability to set strategic priorities for the organization, with defined goals and objectives



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- Initiate PR campaigns to highlight community improvements and Main Street successes in both oral and written formats.
- Build strong relationships with major donors to successfully achieve fundraising goals
- Build strong working relationships with major stakeholders and partnering organizations
- Proven problem-solving skills and the ability to work autonomously.

III. Qualifications

- **Education**

- BS degree in Business Administration, Organizational Management, or Finance or equivalent related degree program and 2 years of experience in Business/non-profit management and event planning/management preferred or
- Associates degree with 3 years of experience or
- High School Diploma and 5 years of experience in the above areas, or
- Military Equivalent Service with 2 years of experience in the above areas

- **Personal Attributes & Abilities**

- Excellent verbal and written communication skills
- Proven team-building capabilities
- Proficiency in Office Suite of software
- Residency in the greater Fairmont area is preferred
- The ability to travel to meetings and conferences
- The ability to work non-standard hours

- **Reporting Structure**

- The Executive Director reports to the Main Street Fairmont Board of Directors

- **Working Hours and Benefits**

- This position is an at-will, exempt, full-time position, working an average of 40 hours per week with occasional weekend and after-hours responsibilities.
- Paid time off for all major holidays and 2 weeks paid vacation per year

- **Compensation**

- Annual salary \$35,000 to \$45,000 per year, commensurate with experience