



SoDo District

Executive Director - Job Description 2017

Primary Function: The Executive Director is an exempt position for managing a defined territory of approximately 550 acres, achieving membership and fundraising goals to support the SoDo District's Program of Work.

Executive Director Position Description

Under the supervision of the SoDo District Board of Directors; with day-to-day supervision being performed by the Chairperson, the Executive Director will be responsible for directing and managing the following: planning activities, project coordination and the Main Street program's annual program of work. This work is to be done with an emphasis on business growth and assisting in outreach before and during infrastructure improvements coordinated by the Downtown South NID, which will lead to economic revitalization and significant job growth.

The Executive Director is expected to devote full time energies, abilities and talents to this position during regular business hours. That is usually 8:00 am to 5:00 pm weekdays, but there will also be special events and other engagements outside typical business hours.

The Executive Director will be responsible for a broad range of functions including but not limited to:

- Managing and implementing the SoDo District Main Street program, using our 4-point approach and committee structure
- Membership recruitment and customer service as point-of-contact for local businesses and residents
- Develop and implement a plan to meet the district's goals for development and communications
- Manage the program budget and finances, as well as providing timely reports to the board of directors and Treasurer
- Develop and implement a plan to meet or exceed development goals
- Identifying and applying for grants from various private and governmental organizations
- Develop, implement and maintain a marketing/communications and social media strategy
- Manage and inform the Board of Directors and help Committees to meet goals and deadlines
- Recruit, train, and manage volunteers
- Helping connect local residents, landowners and business owners to grow their businesses
- Representing SoDo District programs within the community as well as regionally and nationally
- Represent the district in other community, civic and professional organizations and boards
- Develop relationships with local elected officials and media outlets, and serve as primary point-of-contact for the City of Orlando and the Downtown South Neighborhood Improvement District advisory council
- Select and participate in local, state and national seminars and courses designed to increase skills and knowledge related to job requirements
- Plan and implement volunteer recognition program
- Perform other responsibilities as assigned



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Essential Education and Minimum Qualifications, Experience, Knowledge, Skills, and Abilities, Physical Demands and Work Environment

The requirements listed herein are representative of the education, knowledge, skills, abilities and minimum qualifications necessary to perform the essential functions of the position. Reasonable accommodations may be made to enable individuals with disabilities to perform the job.

Education and Minimum Qualifications

Minimum education and experience attainment includes: a Bachelor's degree in marketing, development, public or business administration or similar relevant field of study; and at least 5 years of experience in a responsible position involving similar job duties with a similar organization. Experience in project management is essential. Specific Main Street experience is a plus.

Other skills utilized in this role: Social Media publishing (Facebook, Instagram, Twitter) best practices and their paid-advertising backend systems, MailChimp and/or other major mailing list software, Wild Apricot member management software, Google Drive/Docs.

Salary Range

Salary is commensurate with experience, but is expected to be in the \$35,000 (annual) range.

To Apply

Please email your resume to:

Pauline Eaton

Main Street Administrator, City of Orlando

pauline.eaton@cityoforlando.net

Please note: Phone calls not accepted.

Application Deadline

Resumes are due to the Main Street Administrator no later than Friday, February 3, 2017.

Regular full-time and/or part-time employees are classified in these position descriptions as either exempt or non-exempt. Any staff member who disagrees with the classification of his/her position should notify his/her immediate supervisor. Also, if any staff member feels that the Fair Labor Standards Act is not being followed by the association, violations should be reported immediately to his/her immediate supervisor.