



**Pigtown Main Street Director**  
**This position is available until filled.**

**Position Overview:**

The Main Street Director is responsible for the day-to-day management of the Main Street strategy including personnel and volunteer management, program administration, fundraising and budget. The Main Street Director coordinates activities within the neighborhood business district revitalization program, which utilizes historic preservation as an integral foundation for economic development. Duties involve planning, developing and implementing the policies and programs related to the Main Street strategy.

**Functions & Responsibilities:**

*Program Evaluation:*

- Evaluate and measure program in respect to goals, outcomes, and overall mission
- Participate in the bi-annual program evaluations conducted by Baltimore Main Streets
- Develop and implement tools for evaluation

*Project Management:*

- Point of contact for organization with funders, partners and other stakeholders
- Organize and coordinate with staff, volunteers and partners to complete program goals and objectives
- Facilitate the development and implementation of yearly work plans by the Pigtown Main Street Board of Advisors and committees
- Coordinate the activities of Main Street Program committees, ensuring that communication among committees is well established; assist committee volunteers with the implementation of work plan items
- Develop and conduct ongoing public awareness and education programs designed to enhance the appreciation of the business district's assets. Use speaking engagement, media interviews and personal appearances to keep the program in the public eye.
- Develop strategies for neighborhood business district economic development through historic preservation utilizing the community's human and economic resources
- Focus on the neighborhood business district revitalization utilizing The Main Street Four Point Approach: design/historic preservation, promotion, organization/management and economic restructuring/development.
- Assist individual commercial tenants or property owners with physical improvement projects through personal consultation or by obtaining and supervising professional design consultants, assist in locating appropriate contractors; provide advice and guidance on necessary financial mechanisms for physical improvements
- Assist businesses, entrepreneurs and commercial property owners directly with the day-to-day and long term concerns including, but not limited to: marketing, business expansion, merchandising, physical improvements, liaison with City agencies and business planning
- Advise the business district merchant's organization and encourage a cooperative climate between businesses

- Establish and implement an aggressive fundraising plan to support the administrative and capital needs of the program
- Implement a series of promotional and fundraising events for the business district
- Responsible for maintaining Pigtown Main Street's full designation as a Baltimore Main Streets program through the following: Memorandum of Understanding compliance, maintaining communication with the assigned Business District Specialist, demonstrate progress on the Baltimore Main Street benchmarks and attendance and full participation at Baltimore Main Street events/ activities.

*Resource Development/ Relationships with Businesses and Partners:*

- Develop and maintain relationships with the Business community, residents and other stakeholders
- Work cooperatively with neighborhood's merchants' and/or business associations
- Help build strong and productive working relationships with appropriate public agencies at the local and state levels.
- Serve on relevant committees and focus groups
- Establish collaboration with other provider agencies to create a coordinated network of services and resources for businesses in the community
- Maintain technical resource files and libraries

*Reporting/ Statistics:*

- Collect, review, evaluate and interpret records, vital statistics and other data necessary for monthly reports
- Ensure all monthly, quarterly and annual program goals are met
- Maintain program records that document performance measures and outcomes, such as economic monitoring, individual building files, photographic documentation of physical changes, information on job creation and business retention
- Submit reports to funders and partners

*Administrative:*

- Provide input, assist in preparation and administer program's budget
- Ensure that program operates in compliance with contracts
- Ensure evaluation of services is conducted
- Recruit, train and provide guidance and support to volunteers
- Participate in professional staff development activities

*Other:*

- Other duties as assigned by Citizens of Pigtown President and Pigtown Main Street Board of Advisors
- Reports to Citizens of Pigtown President and Pigtown Main Street Board of Advisors
- Physical demands include ability to negotiate steps and lift a minimum of 30 lbs.

**Knowledge, Skills & Abilities:**

- The Director must be committed to the vision and mission of Citizens of Pigtown and Pigtown Main Street. The Director must be comfortable working independently and with others in a diverse workplace and community and demonstrate a strong commitment to community development.
- Knowledgeable in using computers and their basic applications
- Thorough knowledge of the principles, practices, methods and techniques used in community development, economic development and commercial revitalization
- Knowledgeable in architecture, historic preservation, economics, finance, public relations, design, journalism, planning, business administration, public administration, retailing, volunteer or nonprofit administration and/or small business development
- Clear understanding in the issues confronting neighborhood district business people, property owners, public agencies and community organizations
- Ability to administer and monitor the effectiveness of program's goals and objectives
- Ability to supervise volunteers and contractors
- Ability to lead in presentation, market and provide a clear explanation of the Pigtown Main Street mission and vision to the communities it serves
- Ability to effectively communicate both orally and in writing

**Education & Experience:**

- Valid Maryland driver's license
  - Reliable, personal transportation
  - Knowledge or experience in a non-profit preferred
  - Graduate from an accredited college, with a Business related bachelor's degree preferred – and –
  - At least one year direct work experience – and –
  - At least one year supervisory experience
- or-
- 2-3 years of direct work experience – and –
  - 1-2 years of supervisory experience

**Please send or e-mail resume, cover letter stating salary requirements, and three references to:**

Nick Rudolph  
Business District Specialist  
Baltimore Main Streets  
36 S. Charles Street  
Suite 1600  
Baltimore, MD 21201

-or-

[nrudolph@baltimoredevelopment.com](mailto:nrudolph@baltimoredevelopment.com)

**No phone calls, please.**