

**EXECUTIVE DIRECTOR
MAIN STREET PARKVILLE ASSOCIATION**

JOB TITLE: Executive Director, Main Street Parkville Association (MSPA)

REPORTS TO: MSPA President

SUMMARY: The Executive Director is responsible for leading the non-profit organization and managing the operations for Main Street Parkville Association. The Executive Director plans and implements projects and activities to ensure that Historic Downtown Parkville remains an economically viable, thriving downtown district. Activities and projects include fundraising, financial management, volunteer recruitment, beautification, historic preservation, and promotions including district marketing and community events.

QUALIFICATIONS AND REQUIRED SKILLS AND EXPERIENCE

- Bachelor's Degree in Business, Communications, Marketing, Event & Entertainment Management, or related degree
- Experience in large scale event planning and execution
- Excellent communication skills, written and verbal
- Flexibility with work schedule, including weekends

PREFERRED SKILLS AND EXPERIENCE

- 5+ years' experience in non-profit organization management
- Ability to execute detailed comprehensive action plans
- Ability to confidently collaborate with community partners and stakeholders
- Exceptional organizational and interpersonal skills
- Fundraising experience
- Volunteer management experience
- Working knowledge of Quickbooks
- Working knowledge of Wordpress
- Problem solving and decision-making expertise

RESPONSIBILITIES INCLUDE, BUT ARE NOT LIMITED TO THE FOLLOWING:

COMMUNITY RELATIONS

- Serve as the primary point of contact for all stakeholders including business and property owners, MSPA board members, sponsors, and state and national main street organizations
- Support the downtown district and interact with the community at large
- Collaborate on improvement projects and community awareness with partners and stakeholders, including the City of Parkville and other area organizations
- Develop and manage a strong volunteer base

FUNDING DEVELOPMENT AND ECONOMIC VITALITY

- Provide leadership and coordination for funding development activities to support MSPA initiatives
- Solicit individuals, local businesses, and corporations for sponsorships
- Research, write, and submit grant applications to fund special projects
- Support business retention and recruitment
- Maintain and provide quarterly economic data on behalf of the downtown district

BEAUTIFICATION

- Enhance and maintain the overall visual attractiveness of downtown Parkville
- Manage beautification and placemaking projects throughout the district

MARKETING

- Create, manage, and adhere to an annual marketing plan and budget
- Coordinate and manage marketing activities on behalf of the downtown district, including maintaining multiple social media platforms and websites
- Plan and execute tourism campaigns and interact with various media outlets and marketing partners
- Create and support content and collateral for marketing projects

EVENTS AND FESTIVALS

- Overall responsibility for MSPA sponsored events, including Parkville Microbrew Fest, Parkville July 4th Celebration, Parkville Days, Christmas on the River, and other community and promotional events
- Manage and execute detailed event action plans, including but not limited to:
 - Logistical details of large-scale events
 - Vendor solicitation and management
 - Entertainment solicitation and management
 - Volunteer recruitment and coordination
 - Marketing projects and promotional materials
 - On-site event management

FINANCIAL MANAGEMENT AND RECORDKEEPING

- Create, manage, and adhere to the annual budget, including all event budgets
- Maintain and manage financial records including daily accounting, monthly reports, and IRS filings
- Maintain accurate and complete organizational records