

JOB TITLE: Main Street Coordinator
DEPARTMENT: Economic Development Department
SALARY: \$16.83/hr.

SUMMARY:

The City of Forsyth is currently seeking a Main Street Coordinator. The Main Street Coordinator oversees the operations of the City of Forsyth's Main Street Program. This position requires specialized and independent technical work involving the application of research findings to City policy. Work involves researching, writing, and administering grants and revolving loan funds applicable to the City's policy; assisting local merchants through promotion, beautification, and coordination; speaking on behalf of the Main Street Program to community groups; promoting local businesses on a local, regional, and state level; disseminating information to the media through press releases; responding to citizen inquiries, complaints, and concerns; writing promotional material for magazines or educational brochures; serving as the City's educational research contact for schools; and oversee, plan, design and produce all events while managing all project delivery elements within time limits. The candidate must have working knowledge of City functions and grant processes, coupled with public relations skills. The City Manager and the City Clerk may all provide essential information to assist the employee, but the employee works under the direction of the Economic Development Director

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Coordinates the City of Forsyth's Main Street Program, including creation of programs to assist downtown merchants with promotion and beautification; administering the local façade grant program; coordinating services with the Department of Community Affairs; and planning and executing the revitalization of the Downtown District.
- Organize facilities and manage all event's details such as decor, catering, entertainment, transportation, location, invitee list, special guests, equipment, promotional material, etc.
- Oversee fundraising planning and implementation, including identifying resource requirements, cultivating funding sources, submitting proposals, and administering fundraising records and documentation.
- Coordinates, promotes, and maintains a diverse volunteer base for the Main Street Program.
- Promotes City businesses on local, regional, and state levels.
- Organizes grant information materials and matches those with City projects.
- Researches, writes, and administers grants for City projects.
- Serves as a liaison to Chamber of Commerce staff, assisting with promoting projects involving the City, such as special events and festivals.
- Speaks, as requested, to community groups concerning City events or projects.
- Provides media with fact sheets concerning each public meeting held by the City of Forsyth, detailing actions taken and, if controversial, the reasons and/or background for those actions.
- Serves as the City's educational resource person for local schools, which would include providing schools with historical materials and speaking to students concerning the City of Forsyth.

- Coordinates the 4-Point approach for the National Main Street Program.
- Researches and completes projects as assigned by the Economic Development Director.

KNOWLEDGE, SKILLS, AND ABILITIES:

- Considerable knowledge of approaches that local merchants can utilize to improve their sales.
- Knowledge of common real estate principals and historic preservation principles and practices.
- Considerable knowledge of grants that are available to cities with the ability to determine applicability of funding sources toward City goals.
- Ability to speak to diverse groups of people within the community.
- Ability to establish and maintain effective working relationships with officials, City employees, local businesses, and the media.
- Knowledge of event planning practices as well as ability to effectively multi-task.

MINIMUM TRAINING AND/OR EXPERIENCE TO PERFORM ESSENTIAL JOB FUNCTIONS:

The candidate should possess, at a minimum, a Bachelor's Degree in a related course of study and 2 years' experience in a related field. Experience in event planning, fundraising, grant writing, and/or promotions are a plus.

TO APPLY:

Candidates' completed resume and cover letter should be mailed to Michael Norris, Economic Development Director, P.O. Box 1447, Forsyth, GA 31029, or submitted electronically to mnorris@cityofforsyth.com by November 18, 2017.

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