



Job Description – Executive Director

The Heart of Brevard (HOB), a designated **Main Street Program** since 1993, in Brevard NC, is seeking a qualified Executive Director. The HOB Executive Director develops strategies and implements programs within a downtown commercial/residential district revitalization program that utilizes historic preservation as an integral foundation for economic development. The Executive Director is the principal on-site staff person and represents the community regionally and nationally as appropriate. The Executive Director will help guide the organization as its objectives evolve.

HOB is a 501(c)3 non-profit organization with a sixteen-member Board of Directors. HOB has diversified funding sources which include funds from the City of Brevard and MSD taxes, with the balance of funds currently raised by HOB primarily through sponsorships.

The nationally recognized **Main Street America** approach uses transformation strategies organized to provide a focused, deliberate path to downtown economic revitalization.

The Executive Director is supported by one full time and one part time staff.

Overall Responsibilities

- **Board Governance:** Works with board in order to fulfill the organization's mission.
 - Leading HOB in a manner that supports and guides the organization's mission as defined by the Board of Directors.
 - Communicating effectively with the Board and providing, in a timely and accurate manner, all information necessary for the Board to function properly and to make informed decisions.
- **Financial Performance and Viability:** Develops resources sufficient to ensure the financial health of the organization.
 - Ensuring fiscal integrity of HOB, to include submission to the Board of a proposed annual budget and monthly financial statements, which accurately reflect the financial condition of the organization.
 - Managing finances that operate within the approved budget, ensure maximum resource utilization, and place the organization in a positive financial position.
 - Developing new fundraising methods and other resources necessary to support HOB's mission.
- **Organization Mission and Strategy:** Works with board and staff to ensure that the mission is fulfilled through programs, strategic planning and community outreach.
 - Implementing HOB's programs that carry out the organization's mission.
 - Strategic planning to ensure that HOB can successfully fulfill its Mission into the future.
 - Enhancing HOB's image by being active and visible in the community and by working closely with other professional, civic and private organizations.
- **Organization Operations:** Oversees and implements appropriate resources to ensure that the operations of the organization are appropriate.
 - Managing HOB operations effectively on day-to-day basis, including IT needs.
 - Overseeing and implementing employment and administrative policies; hiring and retention of competent, qualified staff.

- Signing all notes, agreements, and other instruments made and entered into and on behalf of the organization.

Full Range of Duties

- Managing all administrative aspects of the Main Street program, including purchasing, record keeping, budget development, accounting, and preparing all reports required by the state Main Street program and by the National Main Street Center; assisting with the preparation of reports to funding agencies; and supervising employees or consultants.
- Utilizing the Main Street program format, developing and maintaining data systems to track the progress of the local Main Street program, including economic monitoring, individual building files, photographic documentation of physical changes, and statistics on job creation and business retention.
- Ensuring HOB adherence to Scope of Services and Performance Measures as outlined in the Contract of Services between the City of Brevard and HOB.
- Developing, in conjunction with HOB Board of Directors, downtown economic development strategies that are based on historic preservation and that utilize the community's human and economic resources; becoming familiar with all persons and groups directly and indirectly involved in the HOB district; mindful of the roles of various downtown interest groups, assisting the HOB Board of Directors and committees in developing an annual action plan for implementing a downtown revitalization program focused on four areas: design/historic preservation; promotion and marketing; organization/management; and economic restructuring/development.
- Developing and conducting on-going public awareness and education programs designed to enhance appreciation of the downtown's assets and to foster an understanding of the Main Street program's goals and objectives; using speaking engagements, media interviews, and personal appearances to keep the program in the public eye.
- Assisting individual tenants or property owners with physical improvement projects through personal consultation or by obtaining and supervising professional design consultants; assisting in locating appropriate contractors and materials; when possible, participating in construction supervision; providing advice and guidance on necessary financial mechanisms for physical improvements.
- Identifying and securing grant opportunities for downtown redevelopment; administering grants and monitoring related programs or projects.
- Assisting the City of Brevard Planning department with coordination of efforts related to the downtown master plan.
- Facilitating strong relationships with other governmental agencies, key not-for-profits, and all organizational stakeholders.

Vision Statement

Historic Downtown Brevard, cradled by the Pisgah National Forest, is the safe, walkable center of our community. Lined with diverse independent businesses, downtown serves as the crossroads to exceptional outdoor recreation and is a thriving hub for the arts.

- Supervising staff and overseeing efforts related to promotion, marketing, communications, special events, festivals and community engagement.

Job Knowledge and Skills Required

The Executive Director should have education and/or experience in several of the following areas: commercial district management, economics, finance, public relations, planning, business administration, public administration, retail, 501c3 administration, architecture, historic preservation, and/or small business development.

The Executive Director must be sensitive to design and preservation issues and must understand the issues confronting downtown business people, property owners, public agencies, and community organizations.

The Executive Director must have experience with non-profit fundraising, including: sponsor solicitations; institutional supporters; individual donor campaigns; and grant seeking and writing. A basic knowledge of federal and/or North Carolina and local economic and community development tools available for downtown revitalization is preferred.

The Executive Director must be entrepreneurial, energetic, imaginative, well organized and capable of functioning effectively in an independent environment. Financial expertise and excellent written and verbal communication skills are essential. Supervisory skills are desired. Strong organizational abilities including planning, delegating, program development and task facilitation are required. Skills to collaborate with and motivate board members, staff, and other volunteers are important.

Salary and Benefits

The HOB Executive Director will be offered a competitive salary commensurate with experience, plus paid vacation and sick leave.

Application Process

Interested candidates should email the following to Search Committee, at jobs@brevardnc.org:

- Current Resume
- Three references with email address and phone number
- A brief (one page maximum) cover letter or written description of why the candidate's experience and skill set make him/her a strong candidate for this position

NO phone calls, please.

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