

Job Description – Main Street Coordinator



Job Title:	Main Street Coordinator	Department:	HOT Dept
Group:		FSLA Status	Non-Exempt
Salary Range:		Position Type:	Full-Time
Reports To:	Tourism Marketing Manager	Directs:	N/A

Applications Accepted By:

<p>E-MAIL: HRDirector@palestine-tx.org</p> <p>Subject Line: Attention: Human Resources/ Job Title</p>	<p>MAIL OR IN PERSON: (MONDAY- FRIDAY; 8A-5P)</p> <p>Lisa Cariker City of Palestine Human Resources 504 North Queen Palestine, Texas 75801 (903)731-8421</p>
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Job Description:

OBJECTIVE

THE INTENT OF THIS POSITION DESCRIPTION IS TO PROVIDE A REPRESENTATIVE SUMMARY OF THE MAJOR DUTIES AND RESPONSIBILITIES PERFORMED BY INCUMBENT(S) IN THIS POSITION. INCUMBENT(S) MAY NOT BE REQUIRED TO PERFORM ALL DUTIES IN THIS DESCRIPTION AND INCUMBENT(S) MAY BE REQUIRED TO PERFORM POSITION-RELATED TASKS OTHER THAN THOSE SPECIFICALLY LISTED IN THIS DESCRIPTION

THE LOCAL MAIN STREET PROGRAM COORDINATOR HAS A VARIETY OF JOB FUNCTIONS. MAJOR AREAS OF RESPONSIBILITY INCLUDE:

- Coordinating Texas Main Street Program activities for the City of Palestine.
- Managing administrative aspects of the program.
- Developing appropriate downtown revitalization strategies within the context of historic preservation.
- Developing and conducting ongoing public awareness and education programs.
- Assisting PEDC with business and property improvement projects in the Main Street area.
- Fostering cooperation with Chamber of Commerce and other entities.
- Developing and maintaining a data system to track the program's progress.

ESSENTIAL JOB FUNCTIONS

Essential functions, as defined under the Americans with Disabilities Act may include, but are not limited to, the following tasks, knowledge, skills, and other characteristics. **(This list of tasks is ILLUSTRATIVE ONLY and is not a comprehensive listing of all functions and tasks performed by positions in this class.)**

REPRESENTS AND PROMOTES PALESTINE MAIN STREET TO THE GENERAL PUBLIC THROUGH PROMOTIONAL PLANNING AND WEB/DIGITAL AND PRINT MARKETING UNDER THE DIRECTION OF THE TOURISM MARKETING MANAGER FOCUSED ON INCREASING HOTEL OCCUPANCY.

DEVELOPING IN CONJUNCTION WITH THE BOARD, APPROPRIATE DOWNTOWN REVITALIZATION STRATEGIES:

- Identification of unique assets and resources.
- Identification of concerns and issues.
- Development of a work plan that focuses on all four program areas, (Promotion, Design, Organization, and Economic Restructuring).

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DEVELOPING AND CONDUCTING, IN CONJUNCTION WITH THE BOARD AND ORGANIZATION COMMITTEE, ONGOING PUBLIC AWARENESS AND EDUCATION PROGRAMS

- Fostering public understanding of the Main Street program.
- Keeping the program in a positive light in the public eye.
- Developing a cooperative relationship with the media.

ASSISTING BUSINESS AND PROPERTY OWNERS WITH BUSINESS AND PROPERTY IMPROVEMENT PROJECTS

- Providing ongoing communication, advice, and guidance.
- Coordinating technical services of state/city program.
- Enlisting professional consultation as appropriate.
- Providing contact information on available resources statewide.

ENCOURAGING A COOPERATIVE CLIMATE WITH OTHER DOWNTOWN OR COMMUNITY ORGANIZATIONS

- Building opportunities for partnership with Palestine Chamber of Commerce and the Texas Downtown Association
- Identifying and associating with any other key downtown/neighborhood organizations.

DEVELOPING AND MAINTAINING A DATA SYSTEM TO TRACK THE PROGRESS OF THE LOCAL PROGRAM

- Developing a data system on reinvestment in community.
- Developing a data system on available properties.
- Developing a data system on downtown property owners.

WORKING TOWARD DEVELOPING SKILLS AS A DOWNTOWN MANAGEMENT PROFESSIONAL

- Attending Texas Main Street Program training opportunities.
- Attending Texas Downtown Association programs.
- Seeking out and attending conferences or workshops on downtown revitalization.

MANAGING ADMINISTRATIVE ASPECTS OF THE PROGRAM

- Ensures maintenance of files, records, policies, procedures, and other reference material important to the efficient operations of Palestine Main Street.
- Assists Tourism Marketing Manager in the budget planning and preparation for Main Street each year.
- Prepares, updates, and distributes Event Set-Up, Detailed Data, and Work Schedule to City staff as needed.
- Maintains inventory of office supplies, action plan and event materials for each event hosted by Palestine Main Street.
- Record keeping and accounting.
- Guiding/ coordinating volunteers
- Maintains an internal and public calendar for reservations and events made for Palestine Main Street
- Coordinating activity of Main Street program committees including ensuring communication is established, assists with implementation of a working plan and providing ongoing volunteer support and encouragement.
- Provides excellent customer service and responds courteously and professionally by phone, mail, email, and in person to inquiries and other requests regarding events in a timely manner.

OTHER IMPORTANT JOB FUNCTIONS

- Main Street Coordinator will be required to work outside the traditional work week/schedule.
- Must be able to maintain confidentiality in all assigned areas.
- Organization of special projects as directed which may include special event planning, volunteer recognition, annual reports, budgets, web site information, and other projects that may occur.

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- Performs other duties as assigned or required as part of the Palestine EDC team.

QUALIFICATIONS AND EDUCATION REQUIREMENTS

- Knowledge of applicable local, state, and Federal statutes, rules, regulations, ordinances, codes, City of Palestine policies and procedures and other potentially governing documents.
- Knowledge of the principles of files and records management and of modern office principles and techniques.
- Knowledge of the basic principles of bookkeeping/accounting.
- Skill in assessing information, situations and circumstances and prioritizing activities.
- Skill in establishing and maintaining effective working relations with all City employees, volunteers, vendors, contractors, public, the news media and others having interaction or business with the City of Palestine.
- Skill in compiling, developing, and presenting written reports, correspondence, and other work for internal and public distribution.
- Skill in communicating professionally and effectively
- Skill in operating a computer while utilizing a variety of software applications including proficiency with social media and website updating

ACCEPTABLE EXPERIENCE AND TRAINING

- Associate degree or higher - Two years previous experience involving Main Street Manager duties, or similar experience.
- A strong background in Microsoft Office is required.
- This position requires a current, valid Texas Class C driver's license. Driver must maintain a clean driving record, i.e., must remain insurable under our company's liability insurance policy, use of own personal vehicle and at times may be required to show proof of liability insurance.

CERTIFICATIONS AND LICENSES REQUIRED

- Must be willing and capable of completing all required courses and classes for certification requirements.
- Must possess a valid Texas driver's license.

CONDITIONS OF EMPLOYMENT

Must pass a pre-employment drug screen and/or physical exam. Employees are subject to random drug/alcohol testing throughout their employment.

Must have and maintain a satisfactory driving record

Must have the ability to lift/move up to 50 pounds.

Must be able to stand for long periods of time.

Perform essential functions such as sit, use hands to finger, feel to operate objects, tools, or controls.

ADDITIONAL INFORMATION

This job description is not intended to be construed as an exhaustive list of responsibilities, duties and skills required. City management has exclusive rights to alter this job description at any time without notice. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments. This document does not create an employment contract, implied or otherwise, other than an 'at-will' relationship.

The City of Palestine affords equal employment opportunity to all individuals regardless of race, color, national origin, gender, gender identity, religion, age, disability, veteran status, or sexual orientation or other protected status.

Your application is part of the review process; be sure it is complete. If attaching a resume, all information requested on the application form must also be completed (i.e., writing "see resume" is not sufficient).

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Reviewed By:	Mary Raum	Date:	November 16, 2021
Approved By:	Lisa Cariker	Date:	November 16, 2021
Last Updated By:	Mary Raum	Date:	November 16, 2021
Received By:		Date:	