



## MAIN STREET COORDINATOR - JOB DESCRIPTION

### POSITION OVERVIEW

The West End Main Street Coordinator (MS Coordinator) is a part-time, independent contractor position that provides technical and administrative support to the West End Merchants Coalition, Inc. (WEMC). The job's primary role is to develop and strengthen the organization's West End Main Street (WEMS) Program. The position requires an individual who can work independently to navigate effective work flow outcomes and collaboratively as a team player to meet group expectations. Administrative tasks can be performed at a location of the individual's choice while other activities may require in-person attendance at organizational meetings, events, activities, and visits to district businesses. The work schedule requires flexible time outside of normal business hours to include evenings and weekends. The MS Coordinator is also expected to attend Main Street trainings, meetings, and conferences.

Although not an automatic transition, this position can be used as an on-the-job training tool to develop candidates interested in considering the Main Street model as a career.

The MS Coordinator reports directly to the West End Main Street Champion (MS Champion) with a monthly reporting responsibility to the West End Main Street Oversight Committee (MSOS).

### SCOPE OF DUTIES TO BE PERFORMED

MS Coordinator job duties include but are not limited to:

■ **Administrative Support** – Provide backup, monitor activities, and help process activities of WEMC Executive Committee and the West End Main Street Oversight Committee as described below.

#### **WEMC Executive Committee**

**President** – Maintain organizational calendar. Assist with monitoring Executive Committee work progress and attendance, district activities, merchant interactions, and volunteer projects.

**Secretary** – Assist Secretary with disseminating schedule, notifications, agenda, minutes, and set up logistics for WEMC Executive Committee, and Main Street Oversight meetings.

**Treasurer/ Finance Committee** – Help develop the annual budget, track and pay expenses, and process income.

**Membership Committee** – Help monitor membership renewal system, process, and channel membership updates to other committees and individuals needing data updates.

**Program Committee** – Assist with publishing schedule, coordinating speakers and presenters, disseminating notifications, agenda, and minutes for WEMC General Body business meetings, WEMC programs, events, and campaigns. Help coordinate logistics and technology, monitor and document activities, help prepare final reports. Current projects include but are not limited to:

- Shop Small Marketing Event
- WESTnd 2 END COVID and Crime Campaign
- Historic Preservation Month

#### **WEMS Oversight Committee**

Prepare monthly reports on Main Street statistics, meetings and activities toward ensuring that Main Street obligations are met to include but limited to, completion of paperwork and reporting for the Annual Assessment, budget and plan.

■ **Database Management** – Maintain WEMC contact database. Monitor in-take, usage, maintenance, and growth of the database where contacts are gathered from various entry points for placement into master files and alerting committees needing the information.

■ **Communications** – Coordinate internal and external communications. Support all forms of the organization’s communication production schedule through research, content development, proof-reading, coordination of postings, and follow-up action. Areas of communication include the following:

**Internal** – organizational, meeting and activity documentation, assignments and follow up, email correspondence, developmental sessions/presentations.

**External** – Outreach correspondence inclusive of E-blasts, response mechanisms, website, PR and marketing (print and digital), and social media. Research and gather relevant communications to be broadcast to business community with back-up links, images and sources. WEMC maintains a website, broadcasts through 2 newsletters: *Minding Your Business* and *News Alerts* and posts on Twitter, Facebook, and Linked In.

■ **Track and Report District Data** – Collect, track, and maintain material and statistics required for internal decision making, public information, and Main Street reporting. Maintain records for WEMC and MSOC within Google Drive and otherwise as directed.

Training will be provided to define and explain the data requests listed below. A guidance structure and a team approach will be present. An inventory of resources and tools will accompany the training.

Develop and maintain data systems to collect and track material for monthly Main Street required online reporting and WEMC Committee reports. Track, record, and analyze district data trends, changes, and items to be addressed within the corridor. This includes building inventory, vacancies, new developments, tenants, and land/ building owners, impact historic preservation guidelines, permits and licensing, land use, regulatory overlays, tax allocations, purchase and rental rates, unemployment and job creation numbers, business retention, zoning activity, business type percentages, crime statistics, code enforcement issues, and public activities.

## **JOB REQUIREMENTS**

### **Knowledge and Skills**

- A better than average knowledge of the following computer tools: MS Office (Word, Excel, PowerPoint), Google products (Drive, Gmail, etc.), MailChimp, Eventbrite, Zoom, and the ability to quickly learn new software packages and internet platforms.
- Ownership of a computer or laptop and printer.
- Strong use of social media.
- Ability to research, collect, and effectively explain data.
- Written and verbal communication skills with the ability to proofread and edit copy.
- Strong time management skills, ability to multi-task and meet deadlines.
- Flexibility with the ability to adapt to a non-traditional work routine, and hours.
- Professionally represent WEMC with the ability to interface with all status levels.

### **Minimum Required Education and Experience**

#### Education:

- A Degree from an accredited institution of higher learning, 2-year, 4 year, or technical school. Preference will be given for concentrated studies or a minimum 3 year work experience in Business, Marketing, Public Policy, or Non-Profit Management.

#### Experience:

- Minimum of three years of administrative support services.
- Minimum of three years of experience working with a nonprofit organization or small business.
- Strong working knowledge of the following computer software programs and online platforms MS Office (Word, Excel, PowerPoint), Google products (Drive, Gmail, etc.), MailChimp, Eventbrite, and Zoom.
- Current experience in social media posting on Twitter, Facebook, and Instagram.

- Experience and creativity in planning and/or coordinating events or community activities.
- Good interpersonal skills and customer service.

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Bonus Attributes:

- Familiar with knowledge of the West End community's make up, history, and business district.
- Knowledgeable of challenges within the small business environment