

# **NOW HIRING MAIN STREET MANAGER**

**Job Title:** Main Street Manager  
**Status:** Full Time Position  
**Salary:** \$35,000 – \$50,000/year DOQ  
**Open Date:** September 20, 2021  
**Close Date:** Open until filled

**Description:** The City of Cotulla is seeking an energetic and highly motivated candidate to join our team as Main Street Manager.

The purpose of the downtown revitalization effort is to develop and implement a strategy for development and historic preservation in the downtown business district. There are four general work elements that guide this approach to downtown revitalization.

- Organization of downtown interests in a unified manner working towards common end objectives.
- Approaching design issues, a means to create or preserve an attractive and sympathetic physical setting, and using proper preservation techniques.
- Coordination of promotional activities to attract new economic life and develop new vigor in the community.
- Structuring of economic opportunities through reuse of existing buildings and underutilized space, attracting new business opportunities and development of viable marketplace enterprises.

## **Definition of Position**

The Main Street Manager is responsible for analyzing, synthesizing and developing revitalization strategies and recommendations in consultation with the appropriate official and advisory bodies and coordinating their implementation to achieve project goals.

## **Essential Duties and Responsibilities**

The Hamilton Main Street Program Manager has a variety of job functions. Major areas of responsibility include:

1. Coordinating activity of Main Street Program committees.
2. Managing administrative aspects of the program.
3. Developing, in conjunction with the City of Cotulla, appropriate downtown revitalization strategies within the context of historic preservation.
4. Developing and conducting, in conjunction with the City of Cotulla and organization committee, ongoing public awareness and education programs.
5. Assisting business and property owners with business and property improvement projects.
6. Encouraging a cooperative climate with other downtown or community organizations.
7. Helping to build productive relationships with appropriate public entities.
8. Developing and maintaining a data system to track the progress of the local program.
9. Serving as an advocate for downtown issues at local and state/city levels.
10. Working toward developing skills as a downtown management professional.

Related to each of those major functions, the Manager has several more specific areas of responsibility. Those include:

**Coordinating activity of Main Street Program committees**

- Ensure communication is established
- Assist with implementation of strategic plan
- Provide ongoing volunteer support and encouragement

**Managing administrative aspects of the program**

- Record keeping
- Preparing and filing reports

**Developing 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

**Developing and conducting ongoing public awareness and education programs**

- Fostering public understanding of Main Street's mission and goals
- 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
- Personal consulting or finding additional professional consultation as appropriate
- Providing contact information on available resources statewide
- Educating property owners about available HEDC Grants

**Encouraging a cooperative climate with other downtown or community organizations**

- Building opportunities for partnership with the local Chamber of Commerce, La Salle County Historical Commission, and other development organizations
- Identifying and maintaining contact with 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 businesses, jobs and property owners

**Working toward developing skills as a downtown management professional**

- Attending all Texas Main Street Program training opportunities
- Attending conferences or workshops on downtown revitalization

**Position Qualifications**

The Main Street Manager should have an undergraduate degree in Business Administration, Marketing, Hospitality, or related field. The Manager must understand the issues involved in commercial revitalization from the various points of view of merchants, public agencies, property owners and community organizations. The Manager must have writing ability and excellent verbal communication skills enabling the Manager to articulate local program goals in group situations and on a one-to-one basis. The Manager must be an energetic, self-motivated, imaginative and accomplished organizer capable of functioning effectively in an independent situation, while maintaining a sense of the overall goals of the downtown revitalization project.

**Administrative Framework/Accountability**

The Main Street Manager will work in the provided downtown office reporting directly to the City of Cotulla City Administrator, who will function as the supervisor of the project. The Main Street Manager will perform complex and responsible work and enjoy considerable latitude in discharging duties, exercising independent judgment and discretion in carrying out day-today responsibilities.

**Attributes of a successful Main Street Manager**

- Have a sense of entrepreneurship and be a self-starter

- Understand and be able to work with city government
- Have an ability to communicate, both individually and to groups
- Have an appreciation and understanding of community involvement
- Be success-oriented and a motivator
- Be smart and humble enough to accept and overcome areas in his or her background that are weak
- Be personable, persevering and patient
- Enjoy people and build relationships in the community

**Employee Benefits Include:** Health and Term-life Insurance; retirement with Texas Municipal Retirement System; Paid holidays, vacation and paid sick days.

**How to Apply:** Please submit resume to: City of Cotulla, 202 S. Main Street, Cotulla, Texas 78014, or email [biancam.citysecretary@gmail.com](mailto:biancam.citysecretary@gmail.com)

**City of Cotulla is an Equal Opportunity Employer**