



## **Downtown Blackstone, Inc Executive Director & Tourism Coordinator**

### **Overview:**

The state-accredited and nationally recognized Virginia Main Street (VMS) organization, Downtown Blackstone, Inc. (DBI), seeks a dynamic and highly motivated individual to lead the Town of Blackstone's local downtown revitalization program. DBI's Executive Director/Tourism Coordinator will serve as the on-site staff person, responsible for coordinating all program activities and volunteers, and implement the Town of Blackstone's economic development and tourism initiatives.

This is a full time contract position, which will include some weekends. This individual will be responsible for working closely with town staff, Downtown Blackstone, Inc.'s Board of Directors, the Economic Development Authority of Nottoway County, businesses, and nonprofits, in building a unified approach to promoting the growth of the existing and future economic development in the Town of Blackstone.

### **Benefits:**

Compensation and Benefits: The salary range is \$45,000 - \$50,000 annually, dependent on qualifications and experience.

The Town of Blackstone offers a comprehensive benefits package with 100% employee paid health insurance, dental, vision, and group life insurance. This position also includes paid holidays, paid vacation and sick leave, and employer match with participation in the Virginia Retirement System. This position will remain open until filled.

Please send cover letter along with Resume to DBI Chairperson Field Green at [fieldwestgreen@gmail.com](mailto:fieldwestgreen@gmail.com) or mail

Downtown Blackstone Inc.

Attention: Field Green

217 N High St, Blackstone, VA 23824

The Town of Blackstone is an Equal Opportunity Employer

**Primary Duties (Areas of Work):**

- Works with the DBI Board of Directors, Town Council, and the Town Manager to formulate and implement strategies for preservation-based economic development in the commercial district by identifying resources, partners, and organizations that can assist with revitalization and the implementation of the organization's/town's programs and initiatives.
- Build capacity amongst downtown businesses, institutions, and other organizations to carry out a variety of improvement activities, such as physical improvements, better business practices, promotional events, small business development, and more.
- Promotes the Town's museums and the orderly development of projects to promote the historical preservation of the Town's historic properties, which would include coordinating museum tours and volunteers.
- Support committee volunteers and other stakeholders with the implementation of DBI's work plan, as well as manage recruitment, evaluation, and retention of volunteers.
- Manage the administrative aspects of the Main Street program, including data analysis, budget development, project facilitation, basic accounting, report preparation, etc. Aid DBI's Board of Directors through the preparation of detailed board packets and other supporting materials to effectively and efficiently conduct its regular meeting(s).
- Seek to develop strong working relationships and form a cooperative climate amongst key stakeholders and potential partner organizations, including downtown business and property owners, municipal and county government, local and state agencies, residents, civic organizations, schools, and others.
- Conduct ongoing public awareness and educational programs designed to create awareness and appreciation of the downtown district, increasing understanding of the Main Street program's goals and objectives, as well as the Town of Blackstone's economic development and tourism objectives through the use of speaking engagements, media, personal interviews and appearances, and other methods of communication.
- Maintain systems to track the progress of the Main Street program and quantify downtown improvements through mechanisms such as quarterly reporting to Virginia Main Street on physical and/or economic changes, building/property inventory, etc.
- Maintains existing inventory of available buildings and business sites within the community. This will include both public and private buildings and land areas.

- Attend trainings, professional development activities, and other meetings associated with economic development, tourism, and Main Street objectives.
- Assist individual property owners with property-related improvements projects by providing or coordinating professional design consultation and offering advice and guidelines for project financing, such as DBI's Revolving Loan Fund.
- Assist with the development and implementation of downtown events and festivals, business recruitment and retention strategies, historic infrastructure rehabilitation, grant procurement, and other activities suitable towards promoting downtown revitalization strategies and the overall Main Street program's mission.
- Provides detailed demographic and relocation information to potential new businesses and individuals. Participate in business recruitment and retention and new business orientation.
- Maintain online presence for DBI and Blackstone tourism websites, as well as social media platforms to include Facebook and Instagram.

#### **Job Knowledge and Skills Required:**

The Executive Director/Tourism Director shall have education and/or experience in one or more of the following areas: commercial district management, economics, finance, public relations, planning, business administration, public administration, retailing, volunteer or non-profit management, architecture, historic preservation, small business development, or a complimentary field.

The Executive Director/Tourism Coordinator shall:

- Maintain knowledge of best design and preservation practices, understanding issues confronting downtown businesses, property owners, et. al.
- Function effectively within an independent environment while serving as an enthusiastic advocate for downtown revitalization amongst a broad range of stakeholders and groups.
- Possess excellent communication (written and verbal), organizational skills, general computer skills, and proficiency in word processing, spreadsheets, database management, and graphic design or publishing software (preferred)
- Possess working knowledge of the use of social media applications such as Facebook, Instagram, Constant Contact (Email Marketing), and website maintenance (WordPress).