



**CITY OF ROANOKE RAPIDS**  
invites applications for the position of:

## **MAIN STREET DEVELOPMENT DIRECTOR**

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**SALARY RANGE:** \$44,409.02 - \$64,415.01 Annually

**DEPARTMENT:** Administration

**CLOSING DATE:** OPEN UNTIL FILLED

### **JOB DESCRIPTION:**

The City of Roanoke Rapids seeks a highly motivated leader with experience in community, business and downtown development services to serve as our next Main Street Development Director! The position coordinates activity within the Roanoke Rapids Main Street program that utilizes historic preservation as an integral foundation for downtown economic development. The Main Street Development Director is responsible for the development, conduct, execution and documentation of the local Main Street program as well as being the principal on-site staff person to represent the community regionally, statewide and nationally as appropriate.

**Compensation and Benefits:** The salary range is \$44,409.02 to \$64,415.01 annually and dependent on the selected candidate's qualifications and experience. The City of Roanoke Rapids offers a comprehensive benefits package including health and life insurance, eleven (11) paid holidays, participation in the North Carolina Local Governmental Employee's Retirement System and various supplemental programs including a 401K or deferred compensation plan with a 3% City match.

### **JOB DUTIES:**

- Coordinate activity of the Main Street program committees, ensuring that communication between committees is well established; assist committees with implementation of work plan items.
- Manage all administrative aspects of the Roanoke Rapids Main Street program including all reporting required by the State Main Street agency and the National Main Street Center.
- Develop, in conjunction with the local Main Street Board of Directors, downtown economic development strategies that are based on historic preservation and utilize the community's human and economic resources.
- Assist the local stakeholders in the development of an annual action plan for implementing a downtown revitalization program. The plan should include a five-year vision for downtown, an organizational mission with economic development strategies with implementation focused on four core areas:
  - Design/ Historic Preservation
  - Promotion
  - Organization/ Management
  - Economic Vitality/ Development



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- Develop and conduct ongoing public awareness and education programs intended to enhance appreciation of the downtown's rich architecture and other assets and to foster an understanding of the local Main Street program's goals and objectives. Use website, social media, speaking engagements, media interviews and other public relations opportunities to tell the program's story to the public.
- Assist tenant and property owners with physical building improvement projects including advice and guidance on applicable financial mechanisms available.
- Encourage a cooperative climate between downtown stakeholders and public officials.
- Assess current downtown management programs and encourage improvements on community's ability to carry out various promotional events, business recruitment activities and more.
- Advise downtown stakeholders on local Main Street program goals and activities; help coordinate joint promotional events in order to improve the quality and success of events that attract people to downtown; work closely with local media partners to ensure maximum coverage of events; encourage design excellence in all aspects of promotional activities to advance a quality image of downtown.
- Help build strong and productive working relationships with various public agencies and the local and state levels.
- Utilizing the Main Street program format, develop and maintain data systems to track the process and progress of the local Main Street program.
- Represent the community at the local, regional, state and national levels. Speak effectively on the program's direction and findings, always mindful of the need to improve state and national economic development policies as they relate to smaller communities.
- Perform other related duties as assigned.

### **REQUIRED QUALIFICATIONS:**

**Education:** Bachelor's degree or higher from an accredited four-year college or university

**Experience:** A minimum of three (3) years of experience in community development, business recruitment and retention, or downtown development

OR an equivalent combination of education and years of experience.

**Other Requirements:** Possession of valid North Carolina driver's license

### **PREFERRED QUALIFICATIONS:**

- MSARP or comparable professional designation/ certificate
  - Background in Architecture, Economic Development and/or Historic Preservation
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**TO APPLY:** Please submit a letter of interest along with resume and completed City of Roanoke Rapids application. Applications are available at <https://roanokerapidsnc.com/employment-application.html>.

*The City of Roanoke Rapids is an Equal Opportunity Employer. We consider applicants for all positions without regard to race, color, religion, creed, gender, national origin, age, disability, marital or veteran status, or any other legally protected status.*