

# *Downtown* Morehead City

## **DOWNTOWN MOREHEAD CITY, INC.**

**POSITION:** Executive Director, Downtown Morehead City, Inc. (DMC, Inc.)

**VISION:** Downtown Morehead City is a year-round coastal community that serves as the epicenter for premier waterfront outdoor recreation on the Crystal Coast. The water connects the community, and the downtown district and its small businesses have created a destination that invites locals and visitors to experience a variety of nightlife and entertainment opportunities, one-of-a-kind shopping and a rich local culinary scene.

**MISSION:** Downtown Morehead City, Inc. provides leadership in Downtown Morehead City to optimize economic and cultural opportunities in a welcoming environment and encourages community engagement and participation.

**OVERVIEW:** Downtown Morehead City, Inc. is seeking a visionary and dynamic Executive Director to lead our nonprofit and Downtown Morehead City, Inc.'s revitalization efforts. This full-time position requires a passionate and innovative individual dedicated to enhancing the economic, social, and cultural vibrancy of downtown Morehead City. The Executive Director will work closely with the Downtown Morehead City Board of Directors, local businesses, community organizations, and government agencies to achieve the strategic goals of the North Carolina Main Street program and the local community.

**RESPONSIBILITIES:** The Executive Director will be responsible for leading and implementing the Four-Point Approach in Design, Promotion, Economic Vitality, and Organization ensuring alignment with the North Carolina Main Street and Main Street America standards. This role requires the development and execution of strategic plans and annual work plans for preservation-based economic development, focusing on the downtown district and guiding the organization as its objectives evolve to meet changing community needs and economic conditions.

- Community Engagement is a key component of this position. The Executive Director will collaborate with volunteers, local businesses, property owners, and government agencies to foster a cooperative climate for downtown revitalization. Building strong relationships with key stakeholders, including municipal and county governments, local and state agencies, nonprofit associations, civic groups, schools, and residents, is essential. The Executive Director will represent the organization and community at local, state, and national levels, effectively communicating the program's goals and accomplishments.
- Program Management responsibilities include coordinating the daily operations of the Downtown Morehead City, Inc office, including budgeting, record-keeping, and reporting. The Executive Director will manage the recruitment, evaluation and retention of office staff and volunteers, ensuring their effective involvement of downtown related projects. Additionally, the Executive Director will oversee administrative tasks such as purchasing, accounting, and preparation of reports required by the coordinating Main Street program.

# *Downtown* Morehead City

- Marketing/Strategic Communications requires that the Executive Director develop and conduct ongoing public awareness campaigns and educational programs designed to create appreciation of the downtown district and foster understanding of Downtown Morehead City's goals and objectives. Utilizing various media channels, including speaking engagements, press releases, media interviews and personal appearances, the Executive Director will promote the organization's mission and activities as well as initiatives throughout the downtown district. Internal and external communications include website design, newsletters, social media page management, and graphic design skills for print materials including flyers, postcards, annual reports and professional materials.
- Economic Development responsibilities include assisting and developing the capacity of downtown businesses to undertake improvement activities, such as physical enhancements, better business practices, promotional events and business development strategies. Developing and implementing business recruitment and retention strategies, tourism campaigns, historic infrastructure rehabilitation projects and grant procurement efforts are also key aspects of the role.
- Fundraising and Resource Management is essential to the success of this organization and this role. The Director is responsible for the organization's annual budget and additional downtown activities, programs, events and professional development. This will involve budget advocacy to the City Council and exploring opportunities to solicit private and public sector support in the form of Partnership donations. The Executive Director will maintain local donor and sponsor lists, tax documents, and correspondence as well as program records and financial reports. In conjunction with the Board Treasurer and accountant, the Executive Director will manage the annual program budget, financial reviews and financial records.
- Event Planning is a critical role and includes organizing, managing and executing several large-scale events each year that attract visitors from surrounding areas to downtown. These events will showcase our small businesses and our natural assets as well as boost local business sales and foster community pride.
- Monitoring and Evaluation are key components of the position. The Executive Director will maintain systems to track the progress of DMC, Inc., quantifying downtown improvements through yearly reports, photos, property inventories and other documentation. The Executive Director will attend all required training, professional development activities and meetings mandated by the North Carolina Main Street Association to fulfill responsibilities under any agreements with the state organization.
- Supervisory responsibilities include managing permanent employees, interns, volunteer committees and participating in personnel and project evaluations. Cultivation and retaining a diverse base of volunteers to assist in fulfilling its mission is also essential. The Executive Director will also provide support to the Board Chair with the development of materials and reports for monthly board meetings.

# *Downtown* Morehead City

The above description reflects general details as necessary to describe the principal functions of this job, the level of knowledge and skill typically required, and the scope of responsibility, but should not be considered an all-inclusive listing of work requirements.

## **QUALIFICATIONS:**

- Education and/or experience in commercial district management, economics, finance, public relations, planning, business administration, public administration, non-profit administration, historic preservation, or small business development.
- Experience in non-profit fundraising, marketing, grant writing and event planning is preferred.
- Sensitivity to design and preservation issues and an understanding of the challenges facing downtown business owners, property owners, and community organizations.
- Entrepreneurial, energetic, imaginative, and well-organized with the ability to function effectively in an independent environment.
- Excellent computer, written, and verbal communication skills.
- Supervisory and volunteer development skills are desirable.
- At least 3-5 years of experience in a similar or complimentary role.
- Basic knowledge of federal, state, and local economic and community development tools available for downtown revitalization.
- Proficiency in word processing, spreadsheets, database management, QuickBooks and PowerPoint.
- Graphic design and social media skills desirable along with familiarity of tools such as email marketing and website maintenance.
- A valid driver's license with the ability to work flexible hours, including various evenings and weekends.

**BENEFITS:** \$45,000 to \$55,000 per year in salary and benefits to be discussed during the hiring process. Starting salary will be commensurate with education and/or experience.

**APPLICATION PROCESS:** Interested candidates should submit a resume, cover letter and three professional references to [info@downtownmoreheadcity.com](mailto:info@downtownmoreheadcity.com). Applications must be received by **5:00pm on Friday, October 18<sup>th</sup>, 2024.**