

District Bridges - Main Street Manager Job Description

Organization

District Bridges is a 501(c)(3) nonprofit organization in Washington, DC with a mission to enrich neighborhood vitality by bridging community engagement and economic development opportunities so individuals, businesses, and organizations can thrive together.

Position Summary

Primary Roles: Relationship Development, Workplan and Budget Implementer, Technical Assistance

Exempt, full-time

The Main Street Manager (MSM) is a full-time position, responsible for the successful development and implementation of the designated Main Street corridor. This position is responsible for the small business support activities required by the designated Main Street grant awarded by the Department of Small and Local Business Development (DSLBD).

The MSM reports to the Director of Programming and will develop and maintain a deep knowledge of the local business landscape of the Main Street corridor, relevant policy issues, technical assistance programs, and the approved workplan in pursuit of District Bridges' mission. In collaboration and coordination with other team members, they are responsible for the management and development of relationships with key stakeholders in the corridor to include business owners, residents, nonprofit leaders, government leaders, and community leaders. They develop and maintain an active Neighborhood Strategy Council comprised of community stakeholders and implement the annual workplan.

The MSM has strong customer service skills, stewarding the relational and programmatic development of the designated Main Street program following the approved workplan to achieve the outlined objectives. The MSM operates at all times in a transparent, inclusive, ethical, integrated, and sustainable manner.

Responsibilities

Programming

- Oversee all projects and services related to the Main Street program small business technical assistance programming;
- Develop and implement a comprehensive annual workplan rooted in community needs, and set and manage project budgets in pursuit of annual organizational goals and objectives;
- Develop and manage a Neighborhood Strategy Council comprised of community stakeholders with at least 2 committee in coordination with the relevant neighborhood teammates;

- Identify contract needs in pursuit of programmatic activities - TA providers, marketing consultants, etc. - and monitor progress towards deliverables.

Relationships

- Build and maintain strong relationships with business owners and landlords on the corridor using available resources to support and strengthen the business community;
- Recruit, develop and maintain a diverse and inclusive volunteer corps interested in Main Street activities in coordination with the neighborhood team;
- Develop a diverse network of stakeholders including business owners, building owners, developers, nonprofit leaders, government leaders, faith leaders, schools, and residents; and;
- Develop a network of resources to assist in priority areas such as technical assistance, direct services, and government relations.

Data Collection and Reporting

- Work with the Director of Programming and Executive Director to ensure meaningful and measurable goals are set for each programmatic activity;
- Maintain an up-to-date database of Main Street businesses and stakeholder contact information in Salesforce;
- Ensure that data is gathered and properly collected, stored, analyzed in the Salesforce platform for all staff and consultants interacting with Main Street businesses and partners;
- Report on the impacts, achievements, and expenses of the Main Street program; and
- Work with the DP and Development team to report to DSLBD as required.

Events and Promotions

- Work to plan, promote, and execute small business-focused Main Street events and activities throughout the year;
- In coordination with the Ward-based Events & Engagement Manager (EEM) ensure events are used as an opportunity to bring together all segments of the Main Street corridor's population and gather data on participants; and
- Work with the EEM to develop events that incorporate cross-corridor events and engagement opportunities that increase the reach and impact of neighborhood events for businesses and community members.

Communications

- Work with the Marketing team to oversee internal and external communications regarding the Main Street program, including its webpage, social media, newsletter, and print and online publications;
- Oversee and implement the approved communications plan, schedule, and editorial calendar, to include:
 - Content for monthly resident and business newsletters;
 - Daily activity on social media

- Timely updating of District Bridges website's Main Street program page;
- Regular outreach to local and regional audiences through other organizations and publications;
- Seek opportunities for District Bridges to be a partner or sponsor of other organizations' events, particularly those which serve segments of the local business community.

Fundraising

- In partnership, execute on the approved fundraising strategy to achieve a minimum goal of \$20,000 in unrestricted funds raised annually;
- Explore opportunities to solicit private and public-sector support, in the form of grants, gifts, donations, memberships, and contracts in accordance with approved fundraising strategy;
- Build relationships with donors and donor groups who work in areas related to District Bridges's mission and initiatives; and
- Maintain donor lists in Salesforce.

Organization

- Participate in annual goal setting and work planning using EOS (Entrepreneurial Operating System), ensuring that all program activities map to the overarching organizational goals and adhere to the District Bridges Strategy Screen
- Participate in a vertical and horizontal Annual Review Process
- Support other ward-based team members with projects, events, etc.

Skills, Knowledge, and Experience

- High School Diploma or GED required
- Bachelor's degree and knowledge of DC's neighborhoods preferred
- 2-5 years experience in neighborhood development, program management, small business technical assistance, volunteer management, and/or relationship development preferred
- Technically proficient, with experience in project management and CRM systems preferred
- Strong customer service skills with the ability to communicate easily, respectfully, and professionally with stakeholders of all ages, ethnicities, and socio-economic backgrounds is required
- Attention to detail with the ability to quickly maneuver between macro strategic thinking and micro program management is required
- A collaborative and cooperative mindset is required

Physical Requirements

This role needs to regularly traverse their Main Street corridor to meet with business owners and maintain a presence, as well as lift up to 40 lbs. and consistently operate a computer and other office productivity machinery.