



Executive Director Job Description

Overview: Old Town Covington Inc, dba Olde Town Covington (OTC), seeks a dynamic and highly motivated individual to provide executive leadership to assist the OTC Board of Directors, committees and volunteers, as well as localities and other like-minded organizations in the achievement of the OTC Mission:

Olde Town Covington, through volunteer grassroots efforts, sponsorships, grants, donations and bequests, promotes the renovation, revitalization, beautification and preservation of the downtown destination center while supporting the development and expansion of business and commerce.

The Executive Director shall be the on-site staff person responsible for coordinating all program activities, including but not limited to: the OTC Work Plan, budgeting and accounting, grant applications and compliance, fundraising, reporting to Main Street America (MSA) and Virginia Main Street (VMS) to maintain accreditation, coordinating all volunteer activities, gathering input from all constituencies and partners, and representing the organization on the local, regional and national level. Some local telework is possible. This position is under the general guidance of the Olde Town Covington Board of Directors and the Executive Director will report directly to the Olde Town Covington Executive Committee.

Primary Duties and Areas of Work:

- Develop strategies for preservation-based economic development in downtown Covington's Historic District by identifying resources, partners and organizations that can assist with revitalization and the implementation of the OTC Work Plan and other initiatives.
- Build capacity and cooperation among 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.
 - Encourages a cooperative climate among downtown interests and local public officials and serves as a conduit of information between the Downtown business community and the City of Covington.
 - Serves as a resource for the OTC business community, facilitating the community's ability to carry out joint activities such as promotional events, advertising, appropriate store hours, special events, business assistance, business recruitment, parking management, etc.
 - Will collaborate with the City of Covington's Small Business coordinator.
 - Will encourage and collaborate with the Farmers Market for promotional events and other activities as jointly agreed upon.
- Support OTC volunteers and other stakeholders with the implementations of OTC's Work Plan as well as manage recruitment, evaluation and retention of the OTC Board of Directors (Board) members and volunteers.
 - Supervises any paid staff and/or volunteers of OTC as well as contract and professional consultants.
- Aid the Board through the preparation and timely distribution of detailed board packets and other supporting materials necessary for the Board to effectively and efficiently conduct its regular meeting and achieve its governance duties set forth by the organization's bylaws.
- Seek to develop strong working relationships and form a cooperative climate among key stakeholders and potential partner organizations, including the downtown businesses, property owners, municipal and county governments, Alleghany Highlands Chamber of Commerce, state agencies, residents, civic organizations, schools and others.
- Conduct ongoing public awareness and education programs designed to create awareness and appreciation of OTC and the core downtown district and increasing understanding of the Main Street program goals and objectives through the use of speaking engagements, media, social media, the Internet, personal interviews and appearances and other methods of communication.

- Manage the administrative aspects of OTC and the Main Street program, including data collection and analysis, budget development and implementation, project facilitation, basic accounting, report preparation and others as identified.
 - The Executive director will prepare and present an annual budget for approval by the Olde Town Covington Board as well as submit an appropriation request to the City of Covington.
- Maintain database systems to track the progress of the Main Street program requirements and quantify downtown improvements through mechanisms such as quarterly reporting to Virginia Main Street on the physical and/or economic changes, building/property inventory, etc.
- Attend training and professional development activities and other meetings required by Virginia Main Street to fulfill the responsibilities specified through Letter of Agreement or Memorandum of Understanding with the state coordinating program.
- Assist individual property owners with property-related improvement projects by providing or coordination professional design consultation and offering advice and guidelines for project financing.
- Assist with the development and implementation of downtown events and festivals, business recruitment and retention strategies, historic infrastructure rehabilitation, grant procurement and reporting, and other activities suitable towards achieving the OTC Mission.
 - Will work with event/festival committees and establish if not already in place to ensure open communication is well established and committee chairs are setting priorities and developing work plans.
- Other duties as assigned.

Education, Experience, Knowledge, Skills and Abilities:

The Executive Director shall possess no less than an Associates Degree and 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, small business management, volunteer or non-profit management, architecture, historic preservation, small business development or a complimentary field. Preferably will hold a bachelor’s degree in economic development or a related field from an accredited college or university however, experience can serve to meet educational requirements if demonstrated and supported by career success. Additional education may be substituted for experience where applicable.

Physical Requirements:

The Executive Director must be able to sit for prolonged periods of time while operating a computer and telephone. Must be able to conduct site visits and negotiate terrain with varying slopes and ground conditions, in varying weather conditions. In general, the job is performed in a climate-controlled office setting; however, frequent outdoor visits to sites with various terrains and in varying weather conditions may occur during all seasons of the year. Must possess the ability to lift, carry, push and pull materials and objects weighing up to 50 pounds.

The Executive Director 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 among a broad range of stakeholders.
- Possess excellent written and verbal communication skills, organizational skills, computer skills especially proficiency in word processing, spreadsheets, and database creation and maintenance. Graphic design or publishing software experience is desired.
- Possess working knowledge of the use of social media and internet applications such as Facebook, Instagram, Twitter, email marketing software and website maintenance.
- Be flexible and able to work varying evening and weekend activities in varying locations (indoor/outdoor) and in variable weather conditions where participation will be expected and/or required.
- Possession of a valid Virginia Motor Vehicle Operator’s License shall be required due to occasional travel (day and overnight).
- The ability to pass a background check, physical and drug screen.

Olde Town Covington is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, Olde Town Covington will provide reasonable accommodations to qualified individuals with disabilities. Prospective and current employees are encouraged to discuss ADA accommodation with the employer. The Executive Director is a full-time position with benefits starting at \$37,000 to \$40,000 DOQ.

This description provides information regarding the essential functions of the designated job, and the general nature and level of work associated with the job. However, it does not describe all the duties necessary for successful performance.

Application

A resume, cover letter and 3 professional references should be sent to info@oldetowncovington.com or Olde Town Covington, 450 W. Main Street, Suite 100, Covington, Virginia 24426. Deadline for submitting applications is July 31, 2024.

Old Town Covington Inc. dba Olde Town Covington, is an equal opportunity employer and does not discriminate, through employment or the provision of services, on the basis of race, color, religion, national origin, gender, age, disability, or sexual orientation. This job description is subject to change at the discretion of OTC.