



Sumner Downtown Association
Heritage Park Office
906 Kincaid Avenue
Sumner, Washington, 98390
253.891.4260
sda@sumnerdowntown.com

Program Manager Job Description

(State of Washington, Main Street Program)

Salary range for this position is \$25,000 -\$36,000 depending on experience

1. Work Objectives

The downtown program manager is responsible for the development, conduct, execution and documentation of the downtown program. The manager is the principal on-site staff person responsible for coordinating all program activities locally as well as representing the community regionally and nationally as appropriate.

He or she coordinates activity within a downtown revitalization program utilizing historic preservation as an integral foundation for downtown economic development.

2. Full Range of Duties to be Performed

a. Coordinates the activities of downtown program committees, ensuring that communication between committees are well established; assists committees with implementation of work plan items.

b. Manages all administrative aspects of the program, including purchasing, record keeping, budget development and accounting. Prepares all reports required by the state Main Street™ Program and by the National Main Street Center. Assists with the preparation of reports to funding agencies and supervises part-time employees or consultants.

c. Develops, in conjunction with the downtown program's board of directors, strategies for downtown economic development through historic preservation utilizing the community's human and economic resources. Becomes familiar with all persons and groups directly or indirectly involved in the downtown commercial district. Mindful of the roles of various downtown interest groups, assists the downtown program's board of directors and committees in developing an annual action plan focused on four areas: design, promotion, organization, and economic restructuring.

d. Develops and conducts ongoing public awareness and education programs designed to enhance appreciation of the downtown's architecture and other assets and to foster an understanding of the downtown program's goals and objectives. Through speaking engagements, media interviews and public appearances, keep the program highly visible in the community.

e. Assists individual tenants or property owners with physical improvement programs through personal consultation or by obtaining and supervising professional design consultants; assists in locating appropriate contractors and materials; when possible,

participates in construction supervision; provides advice and guidance on necessary financial mechanisms for physical improvements.

f. Assesses the management capacity of major downtown stakeholder groups and encourages participation in activities such as promotional events, advertising, uniform store hours, special events, business recruitment, parking management and so on. Provides advice and information on successful downtown management. Encourages a cooperative climate between downtown interests and local public officials.

g. Advises downtown merchant's organizations and/or chamber of commerce retail committees on program activities and goals. Assists in the coordination of joint promotional events, such as seasonal festivals or cooperative retail promotional events, in order to improve the quality and success of events to attract people downtown. Works closely with the local media to ensure maximum event coverage. Encourages design excellence in all aspects of promotion in order to advance an image of quality for the downtown.

h. Helps build strong and productive working relationships with appropriate public agencies at the local and state levels.

i. Utilizes the Main Street™ format, develops and maintains data systems to track the process and progress of the local program. These systems should include economic monitoring, individual building files, thorough photographic documentation of all physical changes and information on job creation and business retention.

j. Represents the community at the local, state and national levels to important constituencies. Speaks effectively on the program's directions and findings, always mindful of the need to improve state and national economic development policies as they relate to smaller communities.

3. Resource Management Responsibilities

The program manager supervises any necessary temporary or permanent employees, as well as professional consultants. He or she participates in personnel and program evaluations. The program manager maintains local program records and reports, establishes technical resource files and libraries and prepares regular reports for the state Main Street™ Program and the National Main Street Center. The program manager monitors the annual program budget and maintains financial records.

4. Job Knowledge and Skills Required

The program manager should have education and/or experience in one or more of the following areas: architecture, historic preservation, economics, finance, public relations, design, journalism, planning, business administration, public administration, retailing, volunteer or nonprofit administration and/or small business development. The program manager must be sensitive to design and preservation issues. The manager must understand the issues confronting downtown business people, property owners, public agencies and community organizations. The manager must be entrepreneurial, energetic, imaginative, well organized and capable of functioning effectively in an independent situation. Excellent verbal and written communication skills are essential. Supervisory skills are desirable.

The life of an SDA Program Manager, some things to expect.

The PM helps create a positive business and visitor environment in Sumner. This includes working to increase the number and diversity of businesses in Sumner and serving as a good will ambassador to potential and new businesses in the area.

The PM is SDA's liaison to the City of Sumner, City Commissions and elected officials. The PM also represents SDA to civic groups, community organizations, school districts and elected officials in surrounding communities.

The PM maintains regular daily offices hours, currently 1-5 pm.

Outside of those hours the PM would be attending SDA and other meetings, visiting members or community focals to increase SDA membership and current member involvement in activities. The PM also works with current SDA volunteers and looks for ways to increase the number of volunteers.

Many of the 20 plus SDA events and other downtown events and activities have a volunteer focal or focals that do most of the organizing and detailed activity. For those events the PM's role is to support and assist the focals and participate in and be available at the event or activity.

For some events the PM takes the lead on organizing and running the event.

Most events or activities are on Saturdays, some are Friday and Saturday. In addition there are some beautification and other community support activities that take place on the weekends. The Program Manager must be prepared to dedicate 20 or more Saturdays each year to make those events successful.

SDA hosts monthly evening membership meetings. We occasionally hold other evening meetings during the year. The City council sits in regular evening session every other week. Throughout the year, the downtown merchants hold operational meetings in the evening after the stores close. The Program Manager must be prepared to dedicate about thirty evenings a year for these meetings.

The Main Street program is centered on four points, each of which is managed through a committee. The PM can expect to be involved in coordinating and facilitating one or more committee meetings per week. In addition there are regular monthly or twice monthly board meetings and other special meetings that may be required. Most of these are morning meetings.

How to Apply Mail or email letter of interest and resume to:	Sumner Downtown Association 906 Kincaid Avenue Sumner, Washington 98390 sda@sumnerdowntown.com Applications will be accepted through January 16, 2012 The interview process will run through mid-February
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