

JOB DESCRIPTION: Main Street Director - Main Street Franklin, Inc

POSITION OVERVIEW

The Main Street Director leads Main Street Franklin's efforts to strengthen, promote, and revitalize the Historic Downtown district, support small businesses, expand local economic opportunity, and administer the Town's participation in the NC Main Street Program.

This position serves as the primary on-site staff person responsible for coordinating downtown revitalization, implementing economic development strategies, engaging local businesses and nonprofits, guiding the planning of special events, executing marketing initiatives, and working collaboratively with community partners to enhance the economic vitality and quality of life in Franklin.

The Director reports directly to the nonprofit's Board of Directors and works closely with various partners including the Town Manager, Town staff, tourism partners, merchant groups, economic development organizations, downtown farmers markets, and other public and private stakeholders. This position requires strong leadership, excellent communication, project management expertise, and a passion for small-town revitalization and historic downtowns.

ESSENTIAL DUTIES & RESPONSIBILITIES

NC Main Street Program Management

- Coordinate directly with the ARC Community Economic Development Planner (in collaboration with Town Council and Town Staff) to formulate and implement a Strategic Economic Development Plan prior to the 2027 DAC Application.
- Lead the Town's application process for both DAC and the NC Main Street Program, including data collection, mapping, narrative development, and coordination of letters of support.
- Manage all aspects of the Main Street program including Organization, Design, Promotion, and Economic Vitality pillars.
- Prepare and submit required state and national reporting, maintain records, and track economic indicators such as vacancy rates, business openings/closings, façade improvements, and investment.
- Coordinate compliance with Main Street America membership and accreditation requirements.
- Build committee structures, recruit volunteers, facilitate meetings, and coordinate training opportunities.
- Serve as the Town's primary liaison to North Carolina Main Street & Rural Planning Center.

Downtown Economic Development & Business Support

- Develop and implement strategies to strengthen the downtown economy, attract investment, support existing businesses, and encourage adaptive reuse of historic buildings.
- Conduct regular business retention visits; identify needs, provide resources, and assist businesses with expansion or improvements.
- Recruit new businesses that complement the downtown mix and contribute to long-term vitality.

- Maintain an inventory of available downtown properties and support property owners with marketing, tenant recruitment, and façade improvement guidance.

Placemaking, Design, & Historic Preservation

- Provide guidance to business and property owners on building and façade improvements.
- Promote and support a historic preservation ethic and downtown design management practices consistent with NC Main Street standards.
- Coordinate design assistance and supervise consultants or design professionals when needed.
- Assist with identifying and securing contractors, materials, and grants for downtown improvements.
- Maintain photographic documentation, building files, and historic preservation resources.

Marketing, Branding, & Promotions

- Develop and manage marketing campaigns to promote downtown Franklin through storytelling, as a destination for dining, shopping, arts, and culture.
- Produce print and digital promotional materials, including social media, newsletters, and website content.
- Serve as spokesperson for downtown revitalization; conduct public presentations, media interviews, and community outreach.
- Maintain and grow downtown brand presence across websites, tourism platforms, and social media.
- Assist with fundraising, sponsorship development, grant coordination, and cultivation of public-private partnerships to sustain downtown revitalization efforts.

Community Engagement

- Collaborate with merchants, nonprofits, and tourism organizations to help direct efforts toward cohesive, high-quality events that attract visitors and residents.
- Serve as the nonprofit's liaison to community partners, including the Chamber of Commerce, arts organizations, Franklin Tourism Development Authority, and regional economic development entities.

Data, Reporting, & Fiscal Management

- Develop and manage annual departmental and Main Street program budgets.
- Track investment, business openings/closings, job creation, foot traffic estimates, and other relevant data.
- Maintain accurate financial, program, and administrative records.
- Prepare monthly, quarterly, and annual reports for the nonprofit Board and Town leadership.
- Compile and submit all required annual statistical reports, program assessments, and accreditation documentation required by NC Main Street and Main Street America.

Strategic Planning & Leadership

- Develop and implement annual downtown work plans aligned with the NC Main Street Four-Point Approach®.
- Lead the development of a long-term Downtown Strategic Plan including vision, goals, and measurable outcomes.
- Analyze trends, conduct market research, and evaluate economic development opportunities.

- Provide professional recommendations on policies and programs related to downtown development, marketing, infrastructure, and beautification.
- Attend all required NC Main Street & Rural Planning Center trainings, including Main Street Basic Training, NC Main Street Conference, Main Street Managers Meetings, and regional trainings.

KNOWLEDGE, SKILLS, AND ABILITIES

- Strong knowledge of economic development, downtown revitalization, historic preservation, small business support, and community development best practices.
- Excellent written and verbal communication skills, including public speaking and media relations.
- Ability to build strong relationships with merchants, residents, public officials, property owners, and partner organizations.
- Marketing and promotional skills, including social media, branding, and content creation.
- Experience managing budgets, grants/grant writing, and complex programs requiring cross-agency collaboration.
- Proficiency with Microsoft Office Suite, Google Workspace, project management tools, and basic graphic design or content platforms (Canva, MailChimp, etc.).
- Strong organizational skills; ability to manage multiple projects, deadlines, events, and stakeholders simultaneously.
- Innovative, entrepreneurial mindset with problem-solving abilities.
- Experience supervising staff, volunteers, or consultants.

PHYSICAL REQUIREMENTS

- Work is primarily performed in an office with frequent outdoor duties including site visits, walking tours, and event management.
- Must be able to lift up to 25 pounds occasionally (event supplies, signage).
- Must be able to sit, stand, walk, reach, speak, and hear routinely.
- Hand-eye coordination required for computer and office equipment use.
- Reasonable accommodations will be made as required by law.
- Position requires periodic in-state travel for conferences, trainings, regional meetings, and visits with NC Main Street & Rural Planning Center staff. Occasional overnight travel may be required.

EDUCATION & EXPERIENCE

Minimum Qualifications

- Bachelor's degree in Economic Development, Planning, Business Administration, Public Administration, Marketing, Historic Preservation, or a related field.
- 2–4 years of experience in economic development, downtown development, community development, historic preservation, or small business support.

Preferred Qualifications

- Master's degree in Business, Public Administration, Planning, or a related field.
- NC Main Street experience or certification.

- IEDC CEcD or North Carolina Certified Economic Developer credential.
- Experience in nonprofit management, tourism, event planning, or municipal government.
- Supervisory experience.

TO APPLY: Send Resume and Cover letter to MainStreetFranklinNC@gmail.com

APPLICATION DEADLINE: 5:00PM on June 19, 2026