



205 East Main Street  
Lock Haven, PA 17745  
(570) 748-1576  
[www.lockhaven.org](http://www.lockhaven.org)

## **Downtown Lock Haven, Inc. Manager Position Summary**

### Overview:

Downtown Lock Haven, Inc. is looking for a community - minded, energetic, imaginative, well organized, and capable of functioning effectively in an independent environment individual. Do you have excellent verbal, written, and communication skills? Do you have technology and social media experience? The Board of DLH is searching for a full-time Downtown Manager to continue the energy, growth, and promise of a successful downtown business district. The manager is the central coordinator of promotions, programs, partnerships, collaborations, marketing, grant writing, basic accounting, and fundraising. They will also serve as a communication link between volunteer committees, merchants, and municipal government. They will initiate a range of projects, from supervising promotions to assembling information that will engage merchants and the business district on a regular basis. The manager reports to the board of directors. The salary will be commensurate with experience. Benefits include sick, personal and vacation days as well as comp time.

### How to Apply:

If interested, please send a cover letter, a resume with any related material, and at least three professional references with contact information.

All applications are to be submitted via email to the following:

**[dlhpresident@lockhaven.org](mailto:dlhpresident@lockhaven.org)**  
Subject: DLH Manager

All resumes must be received by  
**TBD**

## **Downtown Manager Job Description**

Downtown Lock Haven Inc.'s Downtown Manager is responsible for coordinating downtown revitalization activities through the Main Street Program. The Downtown Manager must be energetic, imaginative, well organized and capable of functioning effectively in an independent environment. Excellent communication (written and verbal) and technology skills are essential.

#### The Downtown Manager Will

- Be a full-time advocate for the downtown and act as an authority on information, resources and programs related to the revitalization effort,
- Be a central coordinator of the Main Street program's activities,
- Oversee the daily operations, providing the hands-on involvement critical to a successful program.
- Provide a communications link between committees, ensuring that activities in all four points of the Main Street approach are synchronized, and
- Initiate and coordinate a wide range of projects, from supervising promotional activities to assembling marketing information.

#### **Position Requirements:**

The Downtown Manager should have a demonstrated interest in the program's purpose and goals. Ideally the preferred candidate should hold a bachelor's degree in business, communications, recreation, or a related field (or a sufficient amount of demonstrated relevant experience to satisfy the job requirements.) The preferred candidate will have specific experience in and/or knowledge of Main Street Management including administration, finance, program development, advertising, public relations, downtown business activity, communications, design, historic preservation and economic development. Consideration will also be given to a driven individual with a passion for our community, event organizing, budgeting, and other relevant experience.

**Position Supervised by:** Executive Committee of Board of Directors

**Reports to:** President of the Board

**Hours:** This is an hourly position (approximately 35 hours/week) that provides a high degree of flexibility. The office is to be staffed from 10AM-2PM Monday through Friday. At times, weekend and evening work will be required.

#### **Compensation:**

Range - \$15/hr. - \$20/hr. based on experience.

Paid vacation, sick, & personal days.

Overtime Potential.

Incentive Pay and Performance Based Bonus Possibilities.

Essential Job Functions:

1. Serve as staff to a volunteer board and four working committees composed of residents, business owners, property owners and city/county officials/staff
2. Raise funds for sustainability through programs, sponsorships, and grants.
3. Coordinate, manage, train and supervise volunteers.
4. Work with city, county, state and national officials.
5. Administer application to and participation in relevant state programs.
6. Negotiate and supervise contracts with and studies conducted in: market analysis, historic preservation, business assistance, public improvements, advertising and graphic design.
7. Familiarize him/herself with all persons and entities in or affecting the downtown.
8. Assist in developing and conducting public awareness and education programs to improve appreciation of downtown's architecture, history and amenities
9. Facilitate historically sensitive rehabilitation projects by offering design assistance to property owners, business owners, city staff and city council.
10. Serve as primary media contact for the program.
11. Work towards becoming a designated Main Street program with Dept. of Community and Economic Development.
12. Maintain the beautification of the downtown business district.
13. Prepare and maintain an annual budget.
14. Maintain, track, and organize all financial records.
15. Work with businesses to secure membership to the organization.
16. Organize and hold community events including:
  - Best of Clinton County
  - Final Friday Street Closures
  - Haven Holidays
  - Hometown Heroes
17. Work with businesses to promote events that they create.
18. Work with the Clinton County Tourism office to cross promote the business district.
19. Maintain the website and social media accounts to remain current and relevant.
20. Supervise part-time staff, interns, and/or Commonwealth University – Lock Haven work study participants.
21. Use Quick Books, Microsoft Suite products. Function within email, Canva, and other platforms necessary to the organization.

22. Act as office manager.
23. Have a valid driver's license.
24. Provide public speaking to organizations, groups, and community as requested and needed.
25. Willingness to work some weekends.
26. Explore initiatives like a weekly farmer's market and other goals of the community survey.

Like the board's responsibilities, the manager's duties evolve as the program's goals and opportunities change, but two characteristics remain constant: The downtown manager is full-time; and the manager's only focus is the downtown.

**Specifically, the downtown manager should carry out the following tasks relative to the Keystone Communities and Main Street designation:**

- Coordinate the activities of Main Street committees, ensuring that communication between committees is well established; assist committees with implementation of work plan items;
- Manage administration of the Main Street program, including purchasing, record keeping, budgeting and accounting; reviewing taxes prepared by treasurer; preparing all reports required by the state Main Street program and supervising part-time employees or consultants;
- Develop, in conjunction with board of directors, downtown economic development strategies that are based on historic preservation and utilize the community's human and economic resources. Become familiar with all persons or groups directly or indirectly involved in the downtown commercial district. Assist board of directors and committees in developing an annual action plan for implementing a downtown revitalization program focused on four areas: design/historic preservation; promotion; organization/management and economic restructuring/development.
- Develop and conduct 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 Main Street program's goals and objectives. Use speaking engagements, media interviews and personal appearances to keep the program in the public eye.
- Assist individual tenants and property owners with physical improvement projects through personal consultation or by obtaining and supervising professional design consultants; assist in locating appropriate contractors and materials; when possible, participate in construction supervision; provide advice and guidance on necessary financial mechanisms for physical improvements.
- Assess the management capacity of major downtown organizations and encourage improvements in the downtown community's ability to carry out joint activities such as promotional events, advertising, uniform store hours, special events, business recruitment, parking management and so on. Provide advice and information about successful downtown management. Encourage the development of a cooperative climate between downtown interests and local public officials.

- Advise downtown merchants' organizations and/or chamber of commerce retail committees on Main Street program activities and goals; help coordinate joint promotional events, in order to improve the quality and success of events and attract people downtown; work closely with the local media to ensure maximum coverage of promotional activities; encourage design excellence in all aspects of promotion in order to advance the image of quality for downtown.
- Help build strong and productive working relationships with appropriate public agencies at the local and state levels.
- Utilizing the Main Street program format, develop and maintain data systems to track the process and progress of the local Main Street program. These systems should include economic monitoring, individual building files, and thorough photographic documentation of all physical changes and information on job creation and business retention.
- Represent the community to important constituents at the local, state and national levels. Speak effectively on the program's directions and findings, always mindful of the need to improve the state and national economic development policies.
- Duties may change or be added at the board's discretion.