



Executive Director

Updated November 2, 2022

Salary \$77,400 - \$94,600 annually, benefits, PTO

Job Type Full Time

FLSA Status Exempt

The hiring range for this position is: \$77,400 to \$86,100.

Historic Manassas Inc. (HMI), an award-winning Virginia Main Street program, is seeking a highly creative and collaborative Executive Director who is an excellent communicator and an enthusiastic advocate for historic downtowns. The ideal candidate will be an experienced professional who combines collaborative, strategic, and entrepreneurial skills with a sense of humor and creativity. The candidate should have a deep commitment to support local economies and small businesses. The Executive Director will work closely with the Board of Directors and area stakeholders to ensure that Historic Downtown Manassas is positioned as an ideal place to visit, shop, dine, live, and do business.

HMI is a 501(c) (3) charitable, non-profit corporation funded by private donations and the City of Manassas. Since February 1986, HMI has been leading the revitalization and promotion of Historic Downtown Manassas through preservation-based economic development. HMI is a designated Virginia Main Street Community Partner, and an Accredited National Main Street Center Program Member. Guided by the National Main Street Center's Four-Point Approach, HMI works collaboratively to develop and implement transformation strategies that contribute to the Historic Downtown's continued revitalization. HMI's responsibilities also include managing Manassas' Visitor Center and Farmer's Market.

Interested applicants must email a cover letter, resume and list of 3 references to Liz@Gossmangroup.com. Incomplete applications will not be considered. Scanning/saving all requested information into one file is highly recommended. **Applications will be reviewed as received.**

Specific Duties and Responsibilities

- Fulfill requirements of the Main Street program to maintain National Main Street accreditation. Attend state and national Main Street Program meetings, as budget allows.
- Work close with the Board of Directors to develop, implement and communicate

strategic plans, including short-, medium, and long-range goals to ensure that community and organizational needs are being met.

- Recruit and manage a combination of full-time and part-time staff as well as volunteers.
- Work closely with the City to recruit and assist new businesses with start up in the District and help existing businesses to expand.
- Develop and implement a strong business retention program and offer business owners strategies and programs to improve their business.
- Work closely with the City and its various agencies and departments on issues that impact the Historic Downtown.
- Develop and manage strategies to market Historic Downtown businesses, services, and attractions.
- Oversee the creation and production of HMI's events and promotions to drive traffic and economic development in the Historic Downtown.
- Oversee the City's twice-weekly Farmer's Market and Visitors Center.
- Develop and implement fundraising plans; ensure the organization remains in compliance with the expectations of organization funders and sponsors.
- Serve as liaison between HMI and the community, with charitable and other organizations, legislative bodies and regulatory agencies.
- Promote a positive organizational and personal image; be available to the public and media and maintain contact with individuals important to the HMI.
- Stay abreast of downtown development needs and shifts; recommend and implement modifications to meet changing needs; manage government relations.
- Recruit new members and community partners and retain current members.
- Monitor, manage and evaluate the organization's fiscal performance with the Treasurer; oversee grant projects, record-keeping and reporting requirements of funders.
- Present reports to City Council and City boards/commissions as needed.

Qualifications

- Bachelor's degree in marketing, business administration, non-profit management and/or economic or community development; supplemented by five (5) years' experience. An equivalent combination of education, training, and experience may be considered. Master's Degree preferred.
- Knowledge of and/or prior working experience with downtown revitalization, redevelopment, financing, marketing, growth issues and technologies preferred.
- Energetic self-starter who is openminded, creative and able to develop relationships with a diverse group of stakeholders and community members.
- Proven track record in nonprofit management, downtown planning, preservation, economic development, community development, volunteer and community organizing, marketing and/or related fields.
- Proven ability to garner support and engage successfully with community stakeholders.
- Capable of working and researching independently with limited supervision.
- Capable of adapting to flexible hours during special projects.

- Demonstrated public speaking and writing skills, including media releases, campaign letters and grant writing.
- Supervisory experience, including volunteer management.
- Strong organizational, problem-solving, and time management skills.
- Excellent interpersonal skills and the ability to work well with a variety of individuals.
- Proficiency in Microsoft Office Suite including Word, Excel, Publisher, and PowerPoint.
- Strong computer and Internet skills, including QuickBooks and Constant Contact, or similar email marketing software.

About Manassas, Virginia:

Located in Northern Virginia just 30 miles southwest of Washington, Manassas offers the rare combination of small-town charm and big city offerings. The Historic Downtown is the heart of Manassas and Prince William County, with specialty shops, restaurants, entertainment, history, and modern living. For more information on Manassas and HMI, visit www.historicmanassasinc.org, www.visitmanassas.org, www.MoveToManassas.org; and www.choosemanassas.org

Historic Manassas, Inc. provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training. HMI is a drug-free and smoke-free workplace.