



The Town of Easton is seeking a motivated, self-started individual to fill the position of Economic Development Manager.

A listing of job qualifications can be view at our web site. www.town-eastonmd.com

Minimum Qualifications: Bachelor's Degree preferably in Business Administration or Public Planning. Candidate must be well organized and capable of critiquing business plans and financial information. Must have excellent verbal and written communication skills.

Resumes will be accepted until September 9, 2008.

All interested candidates are encouraged to submit a resume to:

Town of Easton

ATTN: Human Resources

P.O. Box 520

Easton, MD 21601

Easton Maryland
Town of Easton Economic Development Manager
Job Description

The Easton Economic Development Manager coordinates activity within a town economic development and revitalization program under the direction of the Town Manager.

He/She will actively seek out new businesses to start up or move into the Town of Easton and provide assistance. He/She will actively work to retain existing businesses within the Town of Easton. He/She will also work with the Main Street Executive Board and will consider their input. He/She is responsible for the development, conduct, execution and documentation of the Main Street Program. The Easton Economic Development Manager is the principal on-site staff person responsible for coordinating all economic development project activities locally as well as for representing the community regionally and nationally as appropriate.

Range of duties to be performed:

1. Assist start up businesses or businesses seeking to locate or expand anywhere within the Town of Easton. Business retention will also be a priority of the Easton Economic Development Manager.
2. Develop strategies for attracting businesses which are appropriate to the environment and do not cause the Town to become overly dependent on any single business type or industry. The objective is to diversify the employment base within the Town of Easton.
3. Coordinate activity of Main Street Program committees, and other organizations, ensuring that communication is well established; assist committees and other organizations with implementation of work plan items.
4. Manage administrative aspects of the Main Street Program. Any aspect which requires funds including purchasing or provides funds shall be turned over to the Town of Easton Finance Officer who will be responsible for accounting, record keeping and maintenance of cash accounts. The Economic Development Manager will be responsible for preparing all reports required by the state Main Street program and by the National Main Street Center, assisting with the preparation of reports to funding agencies and supervising part-time employees or consultants. The Economic Development Manager will also be responsible for preparing budget requests
5. Develop strategies for town center revitalization utilizing the community's human and economic resources. Working with advice of the mayor and council in conjunction with the Main Street Program's Board of Directors. Become familiar with all persons and groups directly or indirectly involved in the downtown commercial district. Mindful of the roles of various town interest groups, work with the Main Street Program's Board of Directors and committees in developing an annual action plan for implementing a town center revitalization program focused on four areas:
 - a. Design/historic preservation,
 - b. promotion,
 - c. organizational management
 - d. economic restructuring/development
6. 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. Through speaking engagements, media interviews and appearances keep the Program highly visible in the community. Host workshops on business topics and available help resources for commercial businesses.

7. Director will assist individual tenants or property owners with physical improvement projects through personal consultation. He/She will assist in locating appropriate contractors and provide advice and guidance on necessary financial mechanisms for physical improvements.
8. Assess the management capacity of major downtown organizations and encourage improvements in the downtown community's ability to undertake joint activities such as promotional events, advertising, uniform store hours, special events, business recruitment, and so on. Provide advice and information on successful downtown management. Encourage a cooperative climate between downtown interests and local public officials.
9. Provide advice to merchants' organizations and or other organizations promoting retail commerce on Main Street Program activities and goals. Manage 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. He/She will encourage design excellence in all aspects of promotion in order to advance an image of quality for Easton. He/She will work closely with local media to ensure maximum event coverage.
10. Help build strong and productive working relationships with appropriate public agencies at the local and state levels.
11. Utilizing the Main Street Program format, develop and maintain data systems to track the process and progress of the Main Street Program activities. These systems should include economic monitoring, individual building files, using photographic documentation of all physical changes and information on job creation and business retention.
12. Represent the community at the local, state and national levels to important constituencies. Speak 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.
13. Easton Economic Development Manager supervises any temporary or permanent employees of the Main Street Program, as well as professional consultants hired for the Main Street Program. He/she participates in personnel and project evaluations. Easton Economic Development Manager maintains Main Street 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. Easton Economic Development Manager monitors the annual project budget and submits annual budget requests to town government.
14. The Easton Economic Development Manager will assist any business entity within the corporate limits of the Town of Easton and will be responsive to any such requests.

Job knowledge and skills required:

1. The Program Manager should have a Bachelor's Degree preferably in Business Administration or Public Planning and 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.
2. The Program Manager must be sensitive to design and preservation issues.
3. The Manager must understand the issues confronting downtown business people, property owners, public agencies and community organizations.
4. The Manager must be entrepreneurial, energetic, imaginative, well organized and

capable of functioning effectively in a very independent situation.

5. Excellent verbal and written communication skills are essential.
6. Management skills required.
7. Ability to analyze and critique business plans and financial information.
8. Ability to create and present technical reports.
9. Computer software skills required (i.e. word processing, spreadsheets, e-mail.)
10. Ability to write and administer government or private grants.