



## Discover Downtown Franklin

120 East Jefferson St.  
Franklin, IN 46131  
(463)222-2007

# Executive Director

## OVERVIEW

The Executive Director will advocate for the mission of the organization through local business support and marketing/social media management. Discover Downtown Franklin is a Nationally Accredited Main Street that follows the 4-point approach toward revitalization: Design, Promotion, Organization, and Economic Vitality.

This staff member's primary focus will be to interact with and promote the downtown Franklin business community, facilitate the Discover Downtown Franklin media channels, and provide guidance to the organization as its objectives evolve.



FULL TIME



IN

PERSON

## EXECUTIVE DIRECTOR RESPONSIBILITIES

1. Manage Discover Downtown Franklin's Instagram and Facebook pages, including Facebook events.
2. Develop creative content including reels, interviews, or other engaging formats of communication.
3. Share weekly newsletters centered around the Franklin Farmers Market, merchant events, and/or Sponsorship recognition.
4. Create a marketing schedule that is consistent, engaging, and trackable.
5. interact with the business owners by visiting local restaurants and retail locations and working to provide the support they need from the organization in partnership with the Economic Vitality Specialist.
6. Plan and execute events and opportunities that will generate funding for the organization while also supporting our local businesses. For Example, working to create micro-events that bring customers downtown and provide funding through ticket sales for DDF.

- 
7. Plan monthly reports to be given at Board Meetings and plan board agenda.
  8. Act as a liaison between Discover Downtown Franklin and the local businesses.
  9. Work with the Economic Vitality Specialist to make sure the Downtown Business Fund is being utilized appropriately and reflects engagement with the merchant community.
  10. Brainstorm new programming ideas for the businesses and for DDF.
  11. Ensure DDF fundraising programming connects to our merchant community.
  12. Maintain partnerships with the Franklin Chamber of Commerce and other business-related organizations in the community.
  13. Prepare annual Budget and oversee financials.
  14. Prepare all Main Street reports as required.
  15. Facilitate sponsorship of all DDF events.
  16. Represent the organization to important constituencies at the local, state, and national levels.
  17. Supervise and support all organization employees and volunteers.
  18. Work with the Economic Vitality Specialist to manage the weekly Farmer's Market, ensuring there is market manager coverage and create a solution to market manager need. .

## EXPECTATIONS AND FOCAL QUALITIES

The Executive position follows these parameters:

- Experience with Instagram, Facebook, and Tiktok
- Familiarity with Canva, Mailchimp, and Google Apps
- Ability to track and report metrics to committee members, staff members, and the board
- Ability and willingness to fundraise for the organization
- Experience with Quickbooks is recommended but not mandatory
- Self-accountability and willingness to try new ideas
- Consistency with quantity and quality of work
- Monday - Friday, with general office hours from 8:30 am- 5:00 pm (37.5 hours per week) with an hour lunch. When working Farmers Market hours and days will be adjusted.
- Expect additional hours over DDF event weekends
- Must have a bachelor's degree in nonprofit management, economics, or public relations or 5 years experience with a nonprofit.
- Director must be sensitive to historic preservation and design issues downtown.
- Excellent written and verbal skills needed.

## **BENEFITS AND SALARY INFORMATION**

- Starting salary of \$55,000
- Cell Phone Stipend of \$25 per paycheck
- Health Insurance stipend of \$100 per paycheck
- Paid bi-weekly
- Remote Work and schedule adjustment permitted as needed.