

# Cambridge Main Street

505 Poplar Street, Suite 300

Cambridge, Maryland 21613

Phone: Fax: 443-477-0843

Email: [search@cambridgemainstreet.com](mailto:search@cambridgemainstreet.com)

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## Executive Director Job Description

### Job Summary:

The Executive Director is responsible for creating and managing programs, projects and events that meet the objectives of Cambridge Main Street, a nonprofit volunteer organization that brings businesses, jobs, customers, and entertainment to the core of our community while staying true to our town's rich history. Cambridge Main Street is charged with the economic revitalization of the downtown district of Cambridge, Maryland with a vision to advance our historic, waterfront destination by enriching the lives of residents and visitors through art, entertainment, cultural, and business opportunities.

The Executive Director is an advocate for Cambridge Main Street, providing information and background on the goals and accomplishments of Cambridge Main Street to donors, sponsors, business and property owners, merchants, elected officials, the community, and other interested persons. The Executive Director will be a positive and energetic source for the long-term revitalization of Cambridge Main Street and will support Main Street throughout the community.

This position requires the ability and flexibility to work some evenings and weekends.

### Range of Duties:

The Executive Director duties will encompass a variety of tasks as determined by the Board of Directors. Annual evaluations will be based on defined goals and objectives agreed upon by the Executive Director and the President of the Board of Directors.

The Executive Director will:

1. Be knowledgeable about the four-point Main Street approach to economic revitalization.
2. Work with the President and the Board of Directors to implement and direct the programs of the organization.
3. Direct efforts at business retention, expansion, and recruitment, including providing information, expertise, and appropriate referrals to business owners, marketing Cambridge Main Street to outside businesses, working with developers and building owners to enhance the quality of retail and commercial space.
4. Develop funding sources for expansion and development of Cambridge Main Street in concert with other organizations, agencies, and government entities. Oversee fundraising planning and implementation, including identifying resource requirements,

cultivating funding sources, submitting proposals, and administering the fundraising records and documentation.

5. Be well-versed on the history of downtown Cambridge. Understand the Cambridge Comprehensive Plan which includes both the 2020 Waterfront Plan and the Cambridge Economic Strategic Plan.
6. Partner with persons or groups directly or indirectly involved in the revitalization of Cambridge Main Street such as but not limited to: City of Cambridge Office of Economic Development, Dorchester County Department of Economic Development, Dorchester County Chamber of Commerce, Dorchester Center for the Arts, Dorchester County Department of Tourism, and other organizations.
7. Work directly with the community to enhance Cambridge Main Street.
8. Coordinate activity of Main Street program committees and communication between committees. Assist committees with the development and implementation of work plans. Attend and participate in Board of Directors, committee, sub-committee, and task group meetings as necessary or as indicated by the President and/or the Board of Directors.
9. Provide assistance and management, as an ex-officio member, of all Main Street committees.
10. Work with the Treasurer and any required financial personnel to maintain the finances for Cambridge Main Street. Manage all administrative aspects of the Main Street Program, including but not limited to purchasing, record keeping, and budget development.
11. Responsible for achieving and exceeding the annual budget targets.
12. Responsible for the successful production of Cambridge Main Streets three premier annual events: Spring Fling, Taste of Cambridge, and Summer Send-off.
13. Responsible for promoting Second Saturday events each month and for developing new ideas, in conjunction with the local merchants and restaurants, to attract visitors to the downtown business district on Second Saturdays.
14. Manage recruitment, evaluation, and retention of volunteers, including members of the four Main Street committees, special project volunteers, and short-term volunteers.
15. If applicable, manage staff, consultants and/or temporary employees including directing work, conducting performance evaluations, and hiring employees. Currently there are no staff members and the Executive Director is responsible for his/her clerical work.
16. Produce press releases and maintain good relationships with the various media in Dorchester County and the Mid-Shore Region.
17. Write, edit, and publish informational brochures, information packets, and flyers.
18. Insure a weekly newsletter promoting the events in downtown Cambridge is consistently produced and posted to various social media outlets.

19. Insure news, events and promotional articles are posted on the Cambridge Main Street website and posted to various social media outlets.
20. Prepare necessary reports, summaries, and research projects.
21. Responsible for assisting the Board of Directors in new board member recruitment and for on-boarding all new Board members.
22. Perform other duties as may be assigned from time to time by the Board of Directors and/or the President.

**Desired Qualifications:**

The Executive Director should have:

At least five years combination of education and experience in one or more of the following: business organizations, non-profit corporations, small business development, public relations, marketing, event planning, retailing, fundraising, historic preservation, sociology, urban geography, architecture, or a related field; prior Main Street experience and volunteerism is a plus.

Executive Director should be a self-starter, imaginative, entrepreneurial, energetic, well organized and capable of functioning effectively in a very independent situation. Successful grant writing, fundraising and administration experience is desired.

Excellent written and verbal skills are required; public speaking experience is a plus.

Experience working with a diversity of ethnic and cultural groups desired.

Must have general computer skills and be proficient in Microsoft Office: Word, Excel, PowerPoint. Experience in web content management and the use of social media is a plus.

Interested individuals must submit a resume and cover letter with salary requirements and three references to Search Committee, Cambridge Main Street, 505 Poplar Street, Suite 300, Cambridge, MD 21613 or [search@cambridgemainstreet.com](mailto:search@cambridgemainstreet.com).