

Executive Director **Market on Main**



Where ideas grow

Status: Full time salaried position. Schedule determined by the needs of the Market.

Market on Main:

Market on Main is a 12,000 square foot multi-faceted facility designed to provide a diverse range of high quality goods which connect local producers, farmers and entrepreneurs to the regional community. Market on Main promotes and encourages year-round activity including a small business incubator, commercial and educational kitchens, retail rental space, a summer outdoor farmers market and an outdoor green space.

Scope of Position: The Executive Director is responsible for the overall operations and success of Market on Main and to fulfill its mission. This position reports directly to the President and CEO of Ottumwa Regional Legacy Foundation and acts as the Market's chief spokesperson with the public, city leadership and civic organizations while maintaining good community relations with all.

This position is entrepreneurial in nature, action-oriented and requires the ability to leverage and manage multiple partnerships and responsibilities including entrepreneurs, merchants, farmers, customers, staff, an advisory board all in a 12,000 square foot facility that includes retail, incubator and food-service.

The ideal candidate will possess high energy, self-motivation, small business development and a variety of skills necessary to lead an effective organization. The following functions have been determined to be essential to the successful performance of this position:

Administration - creating a positive, high energy culture

1. Develop and execute a strategic plan and annual operations budget, in coordination with Legacy Foundation Vice President of Finance and oversight of the advisory committee
2. Develop and implement Market on Main's business, marketing and social media plans
3. Actively seek, apply for and manage grants and other funding opportunities
4. Hire and supervise staff

Marketing and Public Relations - actively promoting the Market as a community marketplace

1. Create and implement marketing, public relations and social media plan and schedule
2. Build and maintain relations with local media including writing and distributing press releases and media placement
3. Manage all collateral materials and signage including brochures, banners and other
4. Act as the liaison to local, state and federal government
5. Manage website content and updates

Business Development – creating a vibrant shopping venue within the Market

1. Oversight and implementation of the Market's incubator program
2. Merchant recruitment and retention, as well as development of resources for merchants
3. Experience or exposure to a retail environment including purchasing and merchandising
4. Seek out unique, regional products to enhance the shopping experience for Market visitors.
5. Secure relationships with suppliers

Events and Programs – offer opportunities to showcase the Market

1. Plan and implement programs offered at Market on Main
2. Set and maintain program and events calendar
3. Seek and build relationships with outside vendors and educators able to provide programming
4. Actively seek out creative events that support the mission of the Market and generate visitors and guests to the Market on Main (*this includes fundraising events*)

Skills Required:

- Comfortable with public speaking and presentations to small, medium and large groups
- Excellent written and oral communication skills
- Ability to manage multiple projects and deadlines simultaneously
- Creative, proactive problem solving
- Understanding of current marketing/public relations models and delivery mechanisms
- Excellent interpersonal relations and ability to cultivate strong relationships and networks
- Ability to manage staff in a fair nurturing way that cultivates their skills while fulfilling the mission of the Market
- Eye for merchandising and displays
- Accounting – ability to manage inventory, ordering and sales