



Heart of Biddeford Assistant Director Position Posting (new position)

Imagine standing in Mechanics Park while fireworks are filling the sky and thousands of people from many backgrounds are happy because they just enjoyed our best ever River Jam music line-up. You, along with a bunch of your planning partners, could head to sleep that night knowing you'd just made it possible for people to feel connected to their community and to each other. If your idea of an exciting job is getting together with interesting people and making your community more welcoming and exciting, please read on! [position description on page 2]

Organization Mission & Objectives

Powered by the strength of community involvement, Heart of Biddeford fosters a vibrant, inclusive and sustainable downtown for residents, businesses and visitors.

Recognized as a nationally designated Main Street community and honored with the 2022 Great American Main Street Award (GAMSA), our collaborative efforts with the City of Biddeford, local businesses, property owners, and residents foster economic growth while preserving our rich heritage. Our primary objective is to activate the downtown area and enhance the overall quality of life within its bounds. We achieve this by supporting existing businesses, attracting new ventures, organizing engaging events to promote downtown, and enhancing the urban core's aesthetic appeal. Guided by the Main Street Four-Point Approach, which encompasses Organization, Promotion, Design, and Economic Vitality, we strive to establish a sustainable and holistic revitalization.

Our Existing Team

The Executive Director, guided by the Board of Directors, holds ultimate accountability for the organization's achievements and makes final decisions regarding its day-to-day operations and activities. In order to fulfill the organization's objectives, a part-time Office Manager, working in tandem with the director, focuses on administrative responsibilities for approximately 30 hours per week. Additionally, we frequently host an Americorps Vista member who specializes in volunteer management and grant writing.

As a volunteer-driven Main Street program, Heart of Biddeford nurtures leadership development with its board of directors and standing committees. These dedicated individuals, consisting of residents, business owners, and other stakeholders, steer the organization's direction and assume responsibility for numerous projects.

Biddeford is changing and growing, and by introducing an Assistant Director to the staff mix, Heart of Biddeford will be more able to respond to the community's growing needs.

Assistant Director Job Description

The Assistant Director (new position 2023) will collaborate with the Director in implementing Heart of Biddeford's mission and managing its operations. The Assistant Director will be a key member of the HOB staff team, supporting existing programs, improving how committees work, and making community events amazing.

Community Outreach and Engagement:

- Become familiar with key individuals and groups directly and indirectly involved in the downtown.
- Build relationships with existing and new stakeholders to develop and inclusive community.

Event Planning:

- Oversee the coordination and implementation of HOB events (such as the River Jam Festival, Music in the Park and the Downtown Holiday Fest), fundraising events (such as the "I Love Biddeford 5K Race") and business promotions (such as Small Business Saturday).
- Weave HOB's "DEI Event Checklist" into event implementation.
- Manage committees, volunteers, and/or consultants associated with events. Collaborate with partner organizations in event planning and implementation.
- Collaborate with the Office Manager on event logistics that fall under their responsibilities.

Marketing:

- Oversee and implement event-related marketing efforts, including creating and posting social media content, sending newsletters, commissioning posters and banners, buying paid advertising, and sending press releases.
- Work closely with local media to ensure extensive coverage of promotional activities.
- Work in collaboration with the Strategic Communications committee, other staff, and volunteers to implement HOB's social media strategy.

Administrative:

- Coordinate the activities and meetings of the Promotions sub-committees and Fundraising Events sub-committees, supporting the implementation of their workplans alongside the Director.
- Utilize spreadsheets or project management software to track events and tasks. Develop standard operating procedures for recurring tasks. In cooperation with the Office Manager, maintain organizational records, reports, technical resource files, and libraries.
- Assist the Director in creating the annual program budget and participate in monitoring and reporting on the budget's progress. With support from the director and office manager, you'll manage event budgets based on the organization's overall financial plan.
- Contribute to grant reports as appropriate.

Required Job Knowledge, Skills, and Education:

The Assistant Director should be knowledgeable about community development, and show genuine interest in the concerns of residents, downtown business people, property owners, public agencies, and community organizations. This role necessitates a unique combination of meticulous (perhaps 'geeky' even) project management skills, diplomacy, and the ability to bring together diverse stakeholders.

We are seeking an Assistant Director who:

- Is passionate about shepherding events from start to finish, and has experience with events of multiple sizes.
- Demonstrates an entrepreneurial spirit, energy, adaptability, creativity, strong organizational abilities, and the capacity to work effectively in an independent setting.
- Has experience in and a commitment to implementing diversity, equity, and inclusion initiatives.
- Exhibits excellent written and verbal communication skills, as well as proficiency in multiple social media platforms.
- Possesses a minimum of two (2) years of project management, event management or volunteer coordination experience.
- Shows an interest in professional growth within the organization.
- Holds a Bachelor's degree (BS or BA) from an accredited four-year college or university and/or has relevant experience

This position will undergo a three-month review. A successful candidate must pass a criminal background check.

Pay and Benefits

The Assistant Director role is a full-time, exempt position offering significant flexibility. HOB prides itself in providing a flexible, equitable, family-friendly and inclusive work environment that values work-life balance. You will regularly have flexibility to work from home or a coffee shop if you prefer. Events and committees will require some evenings and weekends - but we firmly believe in taking time off, catching up on sleep and enjoying a walk at the beach (for example) before coming back to work after a big event!

As events are currently managed, the position requires lifting during events (e.g., lifting a 25 pound speaker onto a stand). However, increased attention to planning and volunteer management could alleviate the need for the majority of lifting.

The salary range is \$44,000 to \$48,000 per year, depending upon experience.

The position offers 20 days of paid vacation/PTO and 9 holidays (subject to standard policies).

Transportation or reimbursement for mileage to trainings will be provided based on the State mileage rate.

This position reports to the Heart of Biddeford Executive Director.

Application Process

We will review applications as they come in. We would like to begin interviewing by June 7. We would like the Assistant Director to begin during the month of July 2023.

We want to get to know you through your cover letter, so please tell us a bit about you and why you are interested in this position. If it isn't obvious from your resume, please use your cover letter to point out your relevant experience. We will ask for references if you are a finalist for the position, so no need to send those yet.

Please send your cover letter and resume by email, with the subject heading "**Assistant Director Position**" to Director@heartofbiddeford.org

For inquiries or additional information, please review our website or contact Office Manager Juanita Dickson at office@heartofbiddeford.org.

Non-Discrimination Policy

We have found that a diverse team, informed by different cultures and perspectives, makes us more able to connect and create with our community.

Heart of Biddeford does not discriminate against employees, volunteers, or vendors on the basis of race, color, religion, gender, national origin, age, medical condition, veteran status, economic status, marital status, disability, ancestry, sexual orientation, gender identity/expression, and beyond these, any other characteristic protected by law. HOB's DEI Plan can be found here:

<https://heartofbiddeford.org/wp-content/uploads/2023/03/FY-23-DEI-Plan-1.pdf>