



## **POSITION DESCRIPTION EXECUTIVE DIRECTOR**

### **ABOUT OCALA MAIN STREET**

Ocala Main Street (OMS) is a nonprofit organization dedicated to creating a thriving, unique, and livable downtown that enriches the community, embraces history, celebrates the arts, and promotes quality events. As a designated Main Street America™ program, OMS utilizes the nationally recognized Four-Point Approach®—Organization, Promotion, Economic Vitality, and Design—to guide revitalization efforts across Downtown, Midtown, and the Tuscawilla Park district.

OMS serves as the primary liaison between downtown stakeholders and the City of Ocala, working closely with business owners, property owners, City departments, and community partners to advance the Downtown Master Plan and support long-term economic growth.

### **POSITION SUMMARY**

The Executive Director serves as the chief executive and primary staff leader of Ocala Main Street, responsible for the management, coordination, and implementation of all program activities in alignment with the Main Street Four-Point Approach®.

This role is both strategic and highly operational, requiring leadership in fundraising, stakeholder engagement, event oversight, and organizational management. The Executive Director serves as the public face of the organization, maintaining strong relationships with the City, downtown businesses, sponsors, and the community.

The position oversees all staff, contractors, volunteers, and committees, ensuring alignment with organizational priorities and successful execution of programs and initiatives. The role requires the ability to manage multiple concurrent priorities while maintaining a high level of organization, communication, and community presence.

### **CORE RESPONSIBILITIES**

#### **Organizational Leadership & Administration**

- Provide overall leadership and day-to-day management of OMS operations
- Implement strategic plan, annual work plans, and program priorities
- Maintain compliance with Main Street America and Florida Main Street reporting & accreditation requirements
- Oversee organizational systems, workflows, and documentation

#### **Board & Volunteer Management**

- Serve as staff liaison to the Board of Directors
- Prepare meeting agendas, reports, and supporting materials
- Manage board lifecycle, including recruitment, onboarding, and engagement
- Oversee volunteer committees (Promotions, Economic Vitality, Design, Organization & Heart of the Park)

#### **Stakeholder & City Relations**

- Serve as primary liaison to:
  - City of Ocala departments (Growth Management, Recreation & Parks, Police, CRA)
  - Downtown business and property owners
  - Community organizations and partners
- Represent OMS at public meetings, events, and civic functions
- Facilitate communication between stakeholders and the City

### **Fundraising & Development**

- Lead all fundraising efforts, including:
  - Sponsorship development (Fantastic 15 program and event sponsors)
  - Donor cultivation, stewardship, and retention
  - Grant research and submissions
- Support capital campaigns, including ongoing Heart of the Park fundraising initiatives
- Track revenue goals and maintain donor records

### **Economic Vitality & Business Engagement**

- Build and maintain strong relationships with downtown businesses
- Support business recruitment, retention, and expansion efforts
- Lead business engagement initiatives and promotional campaigns
- Serve as a resource and connector for business needs

### **Marketing & Communications Oversight**

- Oversee execution of the annual marketing and communications plan
- Ensure consistent and effective communication with stakeholders and the public
- Serve as media contact and spokesperson
- Support branding, messaging, and promotional strategies

### **Events & Program Oversight**

- Oversee planning and execution of OMS events and activations
- Ensure successful delivery of recurring and large-scale events
- Provide guidance and oversight to Event Manager and contractors

### **Heart of the Park Oversight**

- Oversee operations and strategic direction of the Heart of the Park
- Ensure growth in rental revenue and facility utilization
- Support fundraising and donor visibility efforts tied to the facility

### **Staff & Contractor Management**

- Supervise and support staff and contract roles, including:
  - Event Manager (Heart of the Park)
  - Marketing & communications contractor
  - Event operations/setup contractor
- Provide direction, accountability, and performance oversight

## **QUALIFICATIONS**

- Bachelor's degree in business, public administration, marketing, nonprofit management, or related field or equivalent combination of education and experience
- Minimum of 5 years of leadership experience in nonprofit management, downtown development, economic development, or a related field
- Demonstrated success in fundraising, sponsorship development, and relationship management
- Experience working with boards, volunteers, and municipal partners

### **Key Competencies**

- Strong leadership and organizational skills
- Excellent written and verbal communication abilities
- Ability to manage multiple priorities and deadlines
- Relationship-driven and community-focused approach
- Strategic thinking with hands-on execution ability

### **Working Conditions & Expectations**

- Position requires flexibility, including evenings and weekends for events and meetings
- High level of community visibility and engagement expected
- Ability to manage both strategic planning and day-to-day operations

## COMPENSATION AND BENEFITS

Salary for this full-time position ranges from \$50,000–\$65,000, based on experience and qualifications.

In addition to the compensation base, the Executive Director is eligible for a performance-based bonus structure aligned with fundraising, sponsorship growth, and revenue generation goals.

The position offers a flexible schedule, recognizing the nature of event-driven work, along with paid time off (PTO). Ocala Main Street provides a highly collaborative, community-driven environment with opportunities to lead impactful downtown initiatives.

## HOW TO APPLY

Interested candidates should submit a resume and cover letter to [info@ocalamainstreet.org](mailto:info@ocalamainstreet.org).

Applications will be reviewed on a rolling basis until the position is filled.