**Executive Director, O. C. Haley Boulevard Merchants and Business Association**

**Job Description/Work Objectives:** The Executive Director of the O. C. Haley Boulevard Merchants and Business Association (OCHMBA) coordinates economic development activities within the corridor area of the Boulevard, with a goal of revitalizing Oretha Castle Haley Boulevard and Central City. The Executive Director also functions as manager for the Main Street program and as liaison to the state Main Street program and Cultural Products District, and is responsible for the development, conduct, execution and documentation of Main Street program activities. He/She reports to the president of the board of directors and supervises any necessary temporary or permanent employees and volunteers, as well as professional consultants.

**Purpose:** The Executive Director is responsible for providing leadership in fulfilling the mission and goals of O. C. Haley Boulevard Merchants and Business Association. The Executive Director assures sound financial standing, institutional integrity, and promotes a strong community by bringing people together and engaging them fully in revitalization of the Boulevard.

**Full Range of Duties to Be Performed:**

* Oversee fundraising planning and implementation
* Manage communications of the organization, including website, social media and ongoing public awareness programs
* Encourage and coordinate joint activities such as promotional events, especially the annual festival
* Encourage a cooperative climate with other key organizations, companies and Boulevard partners
* Advise Boulevard merchants on programs, goals and opportunities
* Coordinate activity of Association/Main Street committees
* Gather and disseminate market data throughout the service area
* Manage all administrative aspects of the organization, including records and reports.

**Background and Education:** The Executive Director should have education and experience in two or more of the following areas: economics, finance, public relations, planning, business administration, public administration, fundraising, marketing, community organizing, nonprofit administration, and/or small business development.

He/she should be sensitive to design and preservation issues, and understand the issues confronting small-business operators and property owners. The ideal Executive Director is energetic, imaginative, well organized and capable of working independently. Successful grant writing and administration experience is very important, as are excellent verbal and written communication skills. Supervisory skills are desirable.

The position will be posted until filled. Submit resume and cover letter with salary requirements and three references to:

ATTN: Search Committee

O. C. Haley Boulevard Merchants and Business Association

1712 Oretha Castle Haley Boulevard

Suite 302

New Orleans, LA 70113