

DOWNTOWN SHERIDAN ASSOCIATION
Executive Synergist
JOB DESCRIPTION

The primary responsibility of the *Executive Synergist* is to assist the Executive Director with the daily tasks of running the Downtown Sheridan Association and manage social media sites in accordance with the following mission:

To preserve, enhance and promote historic downtown Sheridan to ensure future prosperity.

The *Executive Synergist* shall carry out the following tasks:

1. Assist the Event Committee Chair and/or the Executive Director to arrange meeting times, assist in creating meeting agendas, take meeting minutes, and help solicit donations/sponsorships, assist in recruiting and scheduling volunteers.
2. Coordinate current and future DSA fundraisers as directed by the Executive Director and/or Committee Chairperson. The current fundraisers are: Downtown Kentucky Derby Party and the Goose Creek Polo Cup.
3. Coordinate current and future DSA community events as directed by the Executive Director and/or Committee Chairperson. The current community events: 3rd Thursday Street Festival, Farmers Market and First People's POW WOW.
4. Assist the Executive Director in coordinating activities of and between the Downtown Sheridan Association program committees. Through the appropriate Committee Chairperson, keep all committees informed regularly and thoroughly of all important activities, events, and work the Executive Director relating to that committee's function.
5. Become familiar with all persons and groups directly and indirectly involved in the downtown commercial district. Encourage a cooperative climate between downtown interests and local public officials. Help build strong and productive working relations with appropriate public agencies at the local and state levels.
6. Work per the direction of the Executive Director with local media to ensure maximum coverage of promotional activities regarding all fundraisers and events. Create media releases and manage all social media platforms including but not limited to Facebook, Instagram, Constant Contact and Downtown Sheridan Association's website.
7. Assist with all administrative aspects of the Downtown Sheridan Association program, including purchasing, record keeping, budget development, and accounting/preparation of all reports required by the Association including reports of funding agencies.

8. Assist the Executive Director and the Association's Board of Directors and committees in developing the strategic plan and annual action plan for the program.
9. Assist the Executive Director with developing and conducting ongoing public awareness and education programs designed to enhance appreciation of the downtown's architecture and other assets, and to foster an understanding of the Main Street program's goals and objectives. Use speaking engagements, media interviews and personal appearances to keep the program in the public eye.
10. On a day-to-day basis process all correspondence directed to the Downtown Sheridan Association, including by not limited to, the timely and courteous reply to routine inquires and the prompt and timely forwarding to the Treasurer of correspondence calling for payments and from the Internal Revenue Service.
11. Manage and track Downtown Sheridan Association's Board of Directors attendance at meetings, supplies needed, etc. per the direction of the Executive Director.
12. Attend all Downtown Sheridan Association Board of Director meetings and assist in taking meeting minutes.
13. Assist the Executive Director to take meeting minutes for requested committees.
14. Perform such other duties as may be required by the Association's Board of Directors from time to time.
15. Assist in maintaining the Community Room Calendar and Banner Schedule.