DOWNTOWN DISTRICT COORDINATOR
Job Description

ABOUT US:
Established in 1919, the Franklin County Chamber of Commerce & Regional Tourism Council is a 501c6 membership organization dedicated to strengthening and sustaining economic and civic vitality in our region.

OUR CULTURE:
The Franklin County Chamber of Commerce values diversity in all its forms, including race, gender identity and expression, age, disability status, sexual orientation, religion, and socioeconomic background. Inclusion is a shared responsibility, and we welcome all perspectives that contribute to our mission.

POSITION OVERVIEW:
The Downtown District Coordinator (DDC) will lead the implementation of the Rural Downtown Development Project, a pilot initiative aimed at revitalizing the downtowns of Northfield, Turners Falls, and Shelburne Falls in the towns of Buckland and Shelburne. This project was developed in response to a study identifying the need for increased downtown coordination and is funded by the Massachusetts Executive Office of Economic Development.
Administered by the Franklin County Chamber of Commerce in collaboration with the Franklin Regional Council of Governments (FRCOG) and the Franklin County CDC, this pilot program will test a regional downtown management model, fostering cooperation between the municipalities, businesses, cultural organizations, property owners, artists, residents, and regional stakeholders. The DDC will collaborate with each community to establish a Downtown Working Group (DWG) or engage with an existing Steering Committee to implement strategic initiatives, support economic development, and work to secure funding for long-term sustainability.
This is a 12-month grant-funded role concluding by April 30, 2026, with the potential for renewal based on program success and funding availability.

KEY RESPONSIBILITIES OF THE DOWNTOWN DISTRICT COORDINATOR:
Community Engagement & Stakeholder Collaboration

- Establish and facilitate Downtown Working Groups (DWGs) in Northfield, Turners Falls, and Shelburne Falls, composed of municipal officials, business owners, nonprofit leaders, arts & culture representatives, and property owners, among other stakeholders.
- Act as the primary point of contact for businesses within each district, engaging municipal governments, property owners, and other stakeholders to develop and sustain the program.

- Organize public engagement activities, networking events, workshops, and business support initiatives based on identified needs.
- Develop and execute marketing strategies to promote the downtown districts and increase visibility.
- Advocate for funding and resources to support downtown development projects.

Project Implementation & Economic Development

- Identify and implement 2-3 priority projects in each downtown in collaboration with the DWGs.
- Leverage existing resources and maximize the impact of the $2,500 available grant funding per district.
- Coordinate and implement programs that support business growth, economic vitality, and placemaking in the participating districts.
- Serve as a liaison between communities and regional organizations to leverage assets and opportunities that benefit local businesses.
- Assist businesses by making referrals to technical assistance, marketing support, and funding opportunities through partner organizations.

Program Development, Evaluation & Sustainability

- Track business activity, gather feedback, and measure project impact through data collection and reporting.
- Evaluate the effectiveness of a regional downtown coordinator model using measurable benchmarks and prepare a Rural Downtown District Action Plan.
- Work with regional stakeholders and state partners to identify long-term funding streams and refine a sustainable funding model for future downtown district management.
- Maintain accurate records of engagement, activities, and time allocation across the three participating districts.

ANTICIPATED OUTCOMES:

The goal of the Coordinator's work is to enhance the economic vitality of the three rural downtowns and demonstrate a sustainable and potentially scalable model for other communities in Franklin County. Deliverables include a Rural Downtown District Pilot Summary and Action Plan and the foundation for a shared district management structure tailored to rural environments.

IDEAL BACKGROUND & SKILLS

Experience:

- Proven experience in community development, economic development, business support services, or downtown revitalization.
- Experience in program coordination, stakeholder engagement, marketing, and event planning.
- Familiarity with rural economic development challenges and downtown revitalization strategies is highly desirable.

Skills:

- Strong facilitation and stakeholder engagement abilities.
- Exceptional organizational and project management skills.
- Ability to track and analyze downtown business activity and growth data.

- Excellent interpersonal, written, and oral communication skills.
- Knowledge of funding models for public-private partnerships.
- Proficiency in marketing, branding, and communication strategies.
- Ability to work independently, take initiative, and problem-solve effectively.
- Energetic, self-starting, and adaptable team player with a professional demeanor.
- Strong understanding of customers and market dynamics.
- Ability to exercise sound judgment and diplomacy in a wide variety of public contact situations.
- Experience in coordinating and administering multiple projects simultaneously.

If you are excited about this role and have relevant experience, but your experience aligns differently from the requirements, we encourage you to apply. On-the-job training will be provided.

WORK ENVIRONMENT & LOCATION:

- Based at the Franklin County Chamber of Commerce office located at 79 Old Main Street in Deerfield, with regular travel to Northfield, Turners Falls, and Shelburne Falls.
- Flexible scheduling to accommodate community meetings and engagement events.
- Hybrid remote work is possible.

COMPENSATION:

- $65,000 - $75,000
- Reports to: Executive Director
- Full-time, 37.5 hours, 12-month grant-funded position, with efforts to secure additional funding for program continuation.

We provide flexible schedules when possible so that each employee can be productive in a way that works for them and their families.

BENEFITS:

- Retirement Plan: 3% employer match
- Paid Vacation, Personal, & Sick Time
- Health Insurance Available

APPLICATION INSTRUCTIONS:

To apply, please submit a resume, cover letter, and references to:
FranklinCountyChamberCareers@gmail.com

This role is funded through the Rural Downtown District Pilot Project and aims to create lasting impacts in rural downtowns by fostering collaboration, economic growth, and community engagement. We are an equal opportunity employer and welcome applicants from diverse backgrounds. We encourage you to apply if your experience aligns differently from every qualification listed. On-the-job training will be provided.