

# HISTORIC VALLEY JUNCTION FOUNDATION



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## Executive Director



# Historic Valley Junction – An Outstanding Opportunity



## THE HISTORIC VALLEY JUNCTION FOUNDATION

The Historic Valley Junction Foundation, formed in 1987, is a 501(c)(3) non-profit organization focused on the growth and betterment of the Historic Valley Junction business district – the original downtown of West Des Moines, Iowa. We create, manage and promote programs, projects and community events designed to strengthen our economic well-being, improve our physical environment and enhance the image of our district and neighborhood. We also work with public and private sector partners regarding economic development, planning, neighborhood issues, community resources and other public and private neighborhood initiatives.

We have been a leading **Main Street Iowa district** since our inception, **Iowa Cultural and Entertainment District** since 2006, **Iowa Great Place** since 2007, **National Great American Main Street Award (GAMSA) winner** in 2012, first **National CoSign district** in 2017 and **National Register of Historic Places district** since 2017. Our organization is creative, tenacious and dedicated to positive responsible growth for the core district and surrounding neighborhood.

The organization is managed by a volunteer Board of Directors consisting of HVJ area property owners, business owners, residents, district employees, community members and public agency representatives. Current HVJF staffing includes three full-time positions (Executive Director and two Project Managers), and two part-time positions (Marketing Coordinator and Venue Coordinator). In addition, we have temporary event and project employees and many community volunteers. The 2019 operating budget is approximately \$650,000, which includes fiscal management for area projects.

## OUR MAIN STREET CONNECTION

For 32 years the Historic Valley Junction Foundation has been a committed and enthusiastic follower of the Main Street movement, one of over 50 affiliated communities in Iowa and 1600 throughout the United States. The Main Street Iowa network describes itself as “a leading voice for preservation-based economic development and traditional commercial district revitalization.”

A program of the Iowa Economic Development Authority, Main Street Iowa “is recognized as one of the most successful state Main Street programs in the nation,” providing a road map for economic vitality, organization, promotion, and design.



*“Everyone deserves access to a vibrant neighborhood—a place that has a thriving local economy, is rich in character, and features inviting public spaces that make residents and visitors feel that they belong.”*

*~ Main Street America*

**VISION STATEMENT:** Historic Valley Junction is the gathering place that is the heart and soul of West Des Moines – a delightful mix of old and new, bridging generations with unique businesses, vibrant events and a walkable hometown feel.

**MISSION STATEMENT:** To inspire and enhance the evolution of the original Historic Valley Junction district by preserving and sharing our history; attracting and supporting small businesses; and engaging and connecting the community.

## EXECUTIVE DIRECTOR (ED) POSITION OVERVIEW

The Historic Valley Junction Foundation (HVJF) is seeking an experienced leader to serve as Executive Director (ED) with responsibility for the development, execution and management of the policies, programs and initiatives of the HVJF as directed by its Board of Directors in its mission to facilitate the vision, long-term development and economic vitality of the district. The ED is accountable for the overall HVJF operations, administration, financial management and development efforts.

## THE IDEAL CANDIDATE

### Qualifications

- An undergraduate degree and a minimum of 5 years relevant and proven work experience. Nonprofit management, small business, retailing, marketing, accounting, budgeting, and/or historic preservation is preferred.
- Working knowledge and direct experience with the Main Street movement, downtown/business district development, real estate development and historic preservation
- Strong knowledge and experience working with city, county, state or other public agencies
- Excellent written and oral communication skills
- Strong knowledge and experience with Microsoft Office and QuickBooks software
- Website, WordPress and newsletter (Mail Chimp) experience

### Desirable Attributes

- |                       |                   |                   |                   |
|-----------------------|-------------------|-------------------|-------------------|
| • Integrity           | • Organization    | • Diplomacy       | • Trustworthiness |
| • Independent Thought | • Creativity      | • Leadership      | • Urgency         |
| • Perspective         | • Collaboration   | • Extroversion    | • Decisiveness    |
| • Energy              | • Professionalism | • Problem Solving | • Detail-Oriented |

### Physical Requirements and Work Conditions

- Work/stand/walk outside for long periods of time as needed
- Regularly lift 25 pounds as part of typical job duties
- Reach down to foot level and up to overhead level as needed
- Live within 15 minutes of the HVJF office within six months of hiring
- A current and valid driver's license
- Travel as required for position training, workshops and conferences
- Work some nights and weekends, with many non-traditional working hours
- Attend the following:
  - **All City of West Des Moines City Council meetings** – typically twice per month
  - **Main Street Iowa Orientation** – within first six months
  - **Main Street Iowa Quarterly Training** – held each quarter in a Main Street Iowa community
  - **Iowa Downtown Conference** – typically held in August each year in a Main Street Iowa community
  - **Main Street Iowa Annual Awards** – typically held in March-May each year in Des Moines area
  - **National Main Street Conference** – 2019 (Seattle), 2020 (Dallas), 2021 (not announced)
  - **Community meetings, civic presentations, tourism meetings**

## RESPONSIBILITIES

- Work closely with Board of Directors to develop and achieve HVJF goals
- Prepare monthly staff/project report for Board of Directors as part of monthly board meetings
- Prepare effective grant applications as needed for the continued economic development of HVJ district
- Facilitate, direct and actively participate in fundraising and event sponsorships for HVJF and HVJ district
- Coordinate and motivate volunteers for HVJF program and project committees
- Hire, train, supervise and evaluate all HVJF staff
- Coordinate and direct overall marketing plan for HVJF
- Actively participate and oversee all HVJF district events
- Serve as district spokesperson to media, community, residents, visitors and for civic presentations
- Maintain a strong working relationship with and promote the goals of the Main Street program by attending all Main Street meetings and completing all monthly Main Street reports

## Compensation and Benefits

- The Executive Director position is an exempt, full-time, salaried position, and an at-will employee
- Salary ranges from \$50,000 to \$65,000 commensurate with experience
- The ED is eligible for a matching 401K annual contribution after completion of first year
- Benefits include:
  - 7 paid holidays per calendar year (New Year's, Memorial Day, July 4th, Labor Day, Thanksgiving Day, Day After Thanksgiving, Christmas)
  - 10 paid vacation days accrued per calendar year
  - \$250 per month insurance stipend
  - \$25 per month cell phone stipend

## Application Process

Please send a cover letter, resume, references, and salary expectations to [search@HVJF.org](mailto:search@HVJF.org) with the subject line "HVJF ED Search". No phone calls, please. Application window is October 1<sup>st</sup> to 21<sup>st</sup>, 2019.

*Historic Valley Junction Foundation is an equal opportunity employer. We will not discriminate and will take affirmative action measures to ensure against discrimination in recruitment, employment, compensation, termination, position upgrading, promotions and other conditions of employment against any applicant or employee on the basis of race, color, gender, national origin, age, religion, creed, disability, veteran's status, sexual orientation, gender identity or expression.*



**HISTORIC VALLEY JUNCTION**



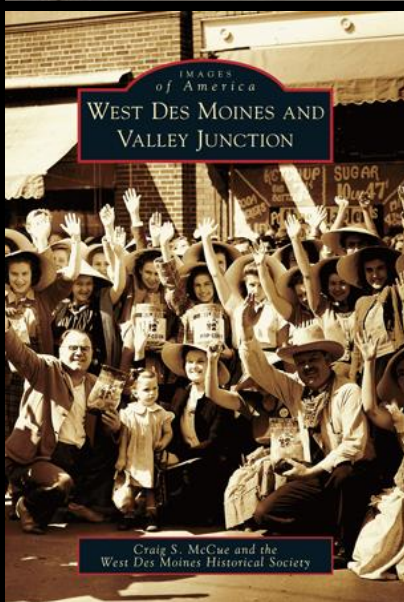
**WEST DES MOINES, IOWA**





We're a ten-block district with 160 businesses, over 65 foundation events per year, a 2019 budget of \$650,000, a West Des Moines population of 67,000, and a Greater Des Moines population of more than 680,000.

In 2016 Money Magazine named WDM the fourth best place to live in America among cities with populations between 50,000 and 300,000.





Thousands of people like these have chosen Historic Valley Junction as their favorite hometown. We appreciate our past, savor our present, and we're heading for our future. We're looking for an Executive Director to share our community and our adventures as we move forward together.

