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JOB SUMMARY: Downtown Manager

POSITION OPENING:	26.16	Post Dates:	05/12/2026 – 5/26/2026
Classification Title:	Downtown Manager		
Salary Range:	\$64,581 - \$92,288	<i>Pay is based on experience</i>	
Location:	Downtown Manager		
Term of Appointment:	Regular/Full-time		
Probationary Period:	One (1) Year		

Page | 1

Job Summary

The Downtown Manager oversees and coordinates economic and community development initiatives within the Perry Downtown Development District. This role serves as the primary liaison between downtown businesses, property owners, community partners, City officials, and advisory boards, while providing leadership and support to the Main Street Advisory Board (MSAB) and Downtown Development Authority (DDA). The position focuses on fostering a vibrant downtown environment through collaboration, stakeholder engagement, and strategic development efforts that strengthen the community and support economic growth.

Essential Tasks

- Develop, administer, coordinate, and implement the programs, plans, goals, and activities of the Main Street Advisory Board (MSAB), its subcommittees, and the Downtown Development Authority (DDA).
- Ensure compliance with Georgia Main Street and Main Street America requirements, including coordination, reporting, and program participation.
- Support, promote, and advocate for businesses within the Downtown Development District while fostering a positive and business-friendly environment.
- Develop and implement downtown transformation strategies that encourage economic growth, redevelopment, revitalization, and infill development within the District.
- Recruit and attract new businesses to Downtown Perry while promoting a balanced and sustainable business mix.
- Lead marketing and promotional efforts to enhance Downtown Perry's visibility, tourism, foot traffic, investment, and community engagement.
- Serve as the primary liaison between the MSAB, DDA, City leadership, departments, business owners, community organizations, and external partners.
- Coordinate and oversee downtown maintenance, beautification, and placemaking initiatives to enhance the District's appearance and identity

Knowledge, Skills, & Abilities Required

- Thorough knowledge of downtown development, revitalization, redevelopment, and economic development principles and practices.

JOB SUMMARY: Downtown Manager

- Knowledge of Georgia Main Street and Main Street America programs, including accreditation standards, policies, procedures, and reporting requirements.
- Ability to effectively engage, motivate, and lead volunteers, advisory boards, and community stakeholders.
- Knowledge of public relations, marketing, branding, and promotional strategies related to downtown development and tourism.
- Skill in cultivating and maintaining positive relationships with businesses, property owners, community organizations, and governmental partners.
- Strong organizational, planning, and project management skills with the ability to manage multiple initiatives simultaneously.
- Effective problem-solving, critical thinking, and decision-making abilities.
- Strong written and verbal communication skills, including public speaking and presentation abilities.
- Ability to collaborate effectively with City leadership, staff, community partners, and the public in a professional manner.
- Proficiency in job-related software applications, including Microsoft Office Suite, database systems, social media platforms, and digital marketing tools

Reports to:

Economic Development Director

This position does not have formal supervisory responsibilities; however, it serves as project manager for a variety of initiatives associated with the Main Street Advisory Board (MSAB) and Downtown Development Authority (DDA) within the Downtown Development District. The role also includes recruiting, coordinating, mentoring, and providing guidance to volunteers in support of downtown programs and activities. .

Physical Demands & Work Environment

Physical Demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Work is generally performed in an office environment during standard business hours, though attendance at early morning/evening meetings may be required with additional off-hour assignments. Work tasks involve periods of standing, sitting and kneeling. Occasionally lifts and carries such items as records and office supplies of moderate weight of up to 20 pounds. While performing the duties of this job, the employee is regularly required to sit, use hands to finger, handle controls; and talk and hear. The employee frequently is required to reach with hands and arms. The employee is occasionally required to stand, walk; and stoop. The employee must regularly lift and/or move up to 10 pounds. Specific vision requirements by this job include close vision and the ability to adjust focus.

JOB SUMMARY: Downtown Manager

Minimum Qualifications

- Bachelor's degree in Economic Development, Public Administration, Business Administration, Urban Planning, Marketing, Communications, or a related field; or an equivalent combination of education, training, and relevant experience.
- Possession of a valid Georgia Driver's License and ability to maintain licensure throughout employment.
- Minimum Three (3) of progressively responsible experience in economic development, community development, downtown development, tourism, marketing, or a related field.
- Experience coordinating or leading a Main Street program, downtown development program, economic development organization, or similar community-based initiative preferred.
- Experience working with volunteer boards, committees, community organizations, and public/private partnerships preferred.
- Experience directing or supporting a state-level Main Street Program and/or a GEMS-designated program preferred.
- Highly effective written, verbal, and interpersonal communication skills.
- Strong organizational, project management, and public engagement abilities.
- Proficiency in Microsoft Office Suite and other job-related software applications.
- Relevant professional certifications such as Georgia Downtown Association, Georgia Academy for Economic Development, Main Street America Institute, or related certifications are desirable.