



Main Street Marshfield Employment Opportunity

Executive Director

About Main Street Marshfield

Main Street Marshfield, Inc. was founded in the spring of 1990 by a group of 40 local business people, professionals and city officials. As a not-for-profit volunteer corporation, Main Street Marshfield is **designed to act as a catalyst for revitalizing the downtown area through concentrated efforts of organization, promotion, design and economic vitality.**

Our mission is to energize and strengthen Downtown Marshfield.

Our brand promise: *"Downtown Marshfield is the premier gathering place for county residents, supporting authentic local experiences in a unique setting."*

Our vision is to honor the history of our downtown while looking for new ways to invigorate and stimulate the economic vitality of businesses within the district. We aim to make Downtown Marshfield a vibrant destination and create experiences that provide a sense of family, community, and togetherness for all residents and visitors.

Employment Details

Main Street Marshfield is seeking candidates for the Executive Director position located in Marshfield, Wisconsin. This individual coordinates projects, programs, and policies within the downtown area; focusing on economic vitality, promotion of downtown activity, historic preservation, and beautification. Other areas of responsibility include fundraising, program development and execution, personnel and fiscal management, public relations, marketing, and event coordination.

This individual must be energetic, well-organized, independent and capable of exceptional written and verbal communication skills. In addition, they should demonstrate a strong commitment to integrity, ensuring that all actions and decisions are ethical and transparent. They should be effective in coordinating volunteers and staff.



Key Priorities and Strategic Focus

In addition to day-to-day responsibilities, the Executive Director will be expected to lead with vision and impact in the following areas:

Drive Revenue Growth:

Lead fundraising efforts through annual campaigns, business sponsorships, and especially grant writing. Proactively seek and manage grant opportunities, including tracking and reporting outcomes.

Champion Downtown Vitality:

Spearhead initiatives that enhance the economic, social, and cultural vibrancy of downtown Marshfield, leaving a lasting impact on the district.

Engage Stakeholders:

Build strong partnerships with public officials, business leaders, and community organizations to align efforts and advocate for downtown's long-term success.

Empower Teams:

Demonstrate confident leadership through clear communication, strategic delegation, and a commitment to empowering staff and volunteers while maintaining shared accountability.

Necessary Skills

- Self-starting initiative
- Excellent oral and written communication
- Experience in marketing and advertising
- Strong organizational skills
- Comfortable with public speaking
- Effective in administrative management
- Working knowledge of Microsoft Office Suite, Gmail, Mail Chimp, Canva, Facebook, Instagram
- Competent and clear writing skills for grants and press releases
- Understanding of and advocate for historic preservation

Work Environment & Community Presence

This is a fully in-person role based in downtown Marshfield. Because of the community-focused and hands-on nature of the position, regular on-site presence is essential.



Primary Responsibilities

- Meet monthly with Board of Directors and Executive Committee - offer a cohesive report in regards to the organization, downtown businesses, and properties
- Coordinate and facilitate Main Street program committees (Design, Promotion, Organization, and Economic Vitality), ensuring that all efforts align with Main Street's mission and brand promise
- Supervise staff and manage office administration
- Conduct public awareness and education programs; participate in community speaking engagements and media interviews
- Grow and coordinate an active volunteer base for Main Street
- Spearhead annual sponsorship and giving campaigns
- Apply for grants on behalf of Main Street
- Publish regular marketing material through social media, newsletters, print media
- Attend meetings and offer updates to the City of Marshfield and Business Improvement District (BID)
- Build strong, productive working relationships with appropriate public agencies at the local, regional, and state levels
- Provide resources to individual tenants and property owners regarding property improvements
- Provide resources to encourage joint involvement in the downtown promotions – marketing, special events, business recruitment, parking and Public Right of Way (PROW), beautification, etc.
- Work with the City of Marshfield on annual partnership projects, (Building Revitalization Grant, etc.)
- Attend the required three of four annual Wisconsin Main Street trainings and offer report to Board of Directors
- Occasional nights and weekends for program/event management and meeting attendance

Compensation

The salary for this position ranges from \$52,000 to \$60,000 based on qualifications and experience. Paid time off for vacation and holidays will be provided. Membership fees to a local service organization will also be covered.

Application Procedure

Please email cover letter, current resume, and list of references to the Main Street Marshfield office, by email: info@mainstreetmarshfield.com, or by mail: 211 S. Central Ave, Marshfield, WI 54449 by June 14th, 2025. Applications received by this date will receive full consideration. This position will remain open until filled.