



SHARON COMMUNITY DEVELOPMENT CORPORATION



Job Title: Main Street Manager

Location: Sharon, PA

Reports To: Executive Director, Sharon Community Development Corporation (SCDC)

Employment Type: Full-Time (may consider part-time or contract depending on candidate)

Position Overview

The Main Street Manager will serve as the primary connector, advocate, and organizer for businesses in downtown Sharon. This role focuses on supporting small businesses individually and collectively, identifying and promoting resources that help them succeed, and creating shared marketing and engagement opportunities that drive visibility and foot traffic.

The Main Street Manager plays a central role in the revitalization, promotion, and management of Sharon's downtown district. Working under the guidance of the SCDC and in alignment with the National Main Street Four-Point Approach®, the Main Street Manager will collaborate with business owners, property owners, local organizations, and city departments to cultivate a thriving, cohesive, and resilient downtown business community.

The ideal candidate is a proactive, organized, and community-oriented professional with a passion for local business, historic preservation, placemaking, and downtown revitalization.

Key Responsibilities

1. Business Support & Engagement

- Develop and maintain strong relationships with downtown business and property owners.
- Meet regularly with businesses to understand their needs and connect them with available **resources, training, and technical assistance** (e.g., funding opportunities, façade programs, business consulting, legal/tax guidance).
- Serve as a liaison and connector between businesses and external support agencies (SBDC, local lenders, government programs, etc.).
- Assist in recruiting, retaining, and supporting local businesses.

2. Shared Marketing & Promotions

- Coordinate collaborative marketing efforts to promote downtown Sharon as a destination; highlighting the businesses and assets.
- Organize group advertising campaigns, cross-promotions, and themed shopping or dining events.
- Work with businesses to improve digital visibility, including guidance on social media, Google Business listings, and more.

3. Business Enhancement Events

- Plan and manage ‘Business Enhancement Events’ which drive foot-traffic in and around downtown, its businesses, and public spaces such as:
 - A ‘First Friday’ monthly themed event schedule
 - National ‘Small Business Saturday’ in November
 - Downtown Sidewalk Sales
 - Themed shopping nights or seasonal celebrations
- Work with businesses and community stakeholders to co-create event activities, incentives, and promotions.
- Ensure smooth event coordination and follow-up, including business feedback and performance tracking.

4. Communication & Community Building

- Act as a point of contact for downtown business information, concerns, and collaboration.
- Develop and maintain a business contact list and regular communication (email updates, flyers, and meetings).
- Support a sense of shared identity among downtown businesses through storytelling, spotlights, and recognition.
- Represent the SCDC and City of Sharon at community events and activities, actively engaging with residents, partners, and fostering strong community relationships.

5. Program Reporting & Partnerships

- Track key outcomes such as new/departing businesses, business participation, event impact, and marketing reach.
 - Assist with applying for and managing small grants to fund business support programs or events.
 - Partner with other local organizations, government departments, and regional stakeholders to align on economic development efforts.
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Qualifications

- Strong relationship-building and communication skills; must love people and operate with an inclusive and flexible mindset
 - Experience in small business support, community development, event coordination, or marketing
 - Self-starter with excellent organization and follow-through
 - Comfort working independently and in public-facing roles
 - Knowledge of Sharon's business landscape is a plus
 - Familiarity with small business resources or entrepreneurship is preferred
 - Knowledge of the Main Street Approach® is preferred (training can be provided).
 - Occasional evening/weekend availability for events is required
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About the SCDC

The Sharon Community & Development Corporation (SCDC) is a nonprofit organization dedicated to strengthening downtown Sharon through economic development, business support, events, and placemaking. We are committed to helping local businesses succeed and ensuring our downtown remains a vibrant, welcoming, and thriving place to live, work, and shop.

Compensation

- Salary Range: \$55,000-65,000, commensurate with experience.
 - Benefits: Health stipend, retirement contribution, paid time off, professional development opportunities
 - Flexible work environment and supportive team culture.
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How to Apply

Please send a resume and cover letter to:

Angie Urban

Angie@SharonCDC.org

Application Deadline: Sunday October 5, 2025