

**TOWN OF MANCHESTER**  
**POSITION GUIDE**

**Title:** Program Manager  
**Department:** Budget and Research Office  
**Reports To:** General Manager or his/her Designee

**NATURE OF WORK**

Responsible for the day to day operation of the Main Street Meeting Center facility including maximizing facility usage, revenue, membership and developing community partnerships.

**ESSENTIAL FUNCTIONS**

Oversees day to day operations of facility to include core functions of the Meeting Center and Co-working Space, and existing partnerships with the Manchester Community College (MCC) Art Gallery and Viscogliosi Entrepreneurship Center (VEC).

Works with the Advisory Group to report progress, track satisfaction and seek input regarding policies and procedures.

Works with Town Staff to effectively manage the facility and troubleshoot as necessary. Investigates member and non-member complaints. Hires, trains, supervises and supports part time staff.

Develops, manages and maintains a social media strategy and provides content for the Main Street Meeting Center core services on digital platforms including Meetup, Facebook, Twitter, etc.

Manages and maintains online system for marketing, membership management, meeting center bookings and scheduling, business inquiries, member and non-member events, budget and finances.

Provides oversight of front desk customer service operations including greeting and welcoming members and visitors providing facility orientation and managing phone and electronic communication.

Represents, networks and advocates for the Main Street Meeting Center at internal and external events.

Maintains and nurtures relationships with membership base, meeting center customers, direct business partners, and community partners.

Researches markets to identify new business opportunities and develops relationships with the Downtown Business Community to foster mutual opportunities.

**OTHER JOB FUNCTIONS**

Responsible for the sales and marketing of the meeting center, including pricing, promotions, image, brand and profile.

Facilitates meeting center events. Provides regular usage and financial reports. Ensures staff coverage and facility setup and takedown.

## **Program Manager - continued**

### **DESIRABLE KNOWLEDGE, SKILLS AND ABILITIES**

Understanding of basic bookkeeping and accounting payable/receivable principles. Ability to manage financial records.

Excellent organizational and leadership skills, communication and interpersonal abilities.

Thorough understanding of diverse business processes and strategy development;  
Knowledge of MS Office, databases and information systems.

Understanding of research methods and data analysis techniques;  
Knowledge of website analytics tools. Experience with social media and other marketing for brand awareness.

Up-to-date with the latest trends and best practices in online marketing and measurement tools.  
Ability to work autonomously.

Knowledge of entrepreneurship, co-working, and event venue management.

### **PHYSICAL AND MENTAL EFFORT/ENVIRONMENTAL AND WORKING CONDITIONS**

Must be mobile, able to push/pull/lift objects of less than 20 pounds, and able to sit for prolonged periods. Able to perform moderately difficult manipulative skills and skills which require hand-eye coordination, such as keyboard skills or using a calculator.

Must be able to see objects closely, as in typing a report; hear normal sounds with some background noise, distinguish voice patterns and communicate through human speech, as in answering a telephone.

Must be able to concentrate on fine detail with constant interruption, attend to task for 60 minutes or more, remember multiple tasks given to self and others over long periods, and understand and relate to the concepts behind specific ideas as well as to the theories behind several related concepts.

Ability to work professionally with co-workers, supervisors, customers and the public at large. May be exposed to: dust, electro-magnetic radiation as in computer screens on a daily basis.

### **MINIMUM TRAINING AND EXPERIENCE**

Bachelor's degree in Business Administration, Business Management, Marketing, Hospitality or a related field and experience with the management of a multi-use venue or conference space. Demonstrated familiarity with the startup/innovation and entrepreneur economy. Must possess customer service experience. Master's degree preferred. Suitable experience may be substituted for educational attainment if deemed appropriate by the General Manager or his/her designee.