

# **Downtown Waynesville Commission**

## ***Promotions & Outreach Coordinator***

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### **Job Description**

The Promotions and Outreach Coordinator (Coordinator) will organize and coordinate special events, festivals, and promotions for the Downtown Waynesville Commission (DWC) under the direction of the Executive Director and DWC Commission members. Coordinator will provide support for the DWC Promotions Subcommittee.

This is a part-time, hourly position, estimated to work no more than 19 hours per week, and will be compensated at a rate of \$15.00 per hour.

### **Promotions and Events Coordination**

The Coordinator will work alongside the Executive Director and the Promotions Subcommittee to assist in developing and guiding new and varied downtown promotions in order to foster the Downtown Waynesville Municipal Service District (MSD) as a community destination and increase customer traffic to local businesses.

Promotions and event planning includes, but is not limited to the following duties:

- Provide support for the promotions committee.
- Develop, schedule, and publish the Annual Calendar of Events by January 31.
- Assist in developing and implementing the Annual plan of Work as directed by the Executive Director.
- Secure and manage sponsorships.
- Recruit, engage, and manage entertainment within the MSD.
- Assist in the development of detailed event logistics and planning.
- Lead merchant, vendor, and volunteer outreach and coordination efforts as directed by the Executive Director.
- Participate in and develop post-event debriefings with the DWC, Stakeholders, and the Executive Director.
- Provide operations and logistical support for downtown events not sponsored by the Town of Waynesville.
- Assist the Executive Director in aggregating and maintaining DWC District Databases.

### **Outreach Coordination**

The Coordinator will make person-to-person contact with existing and new businesses within the MSD and will assist the Executive Director in developing community relationships and effective communications.

The Coordinator will assist local businesses within the MSD and will address their concerns, issues, and complaints in order to strengthen businesses and entrepreneurs within the district. The Coordinator will be responsible for reporting the concerns, issues, and complaints of local businesses within the MSD to the Executive Director.

Under the direction of the Executive Director, the Coordinator will assist those businesses in working with the appropriate local, County, State, or Town of Waynesville agencies and departments in order to abate their issues and concerns.

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### **Job Requirements**

- Organization
- Written, verbal, and interpersonal communication.
- Record keeping and minutes of meetings as directed.
- Prepare for and organize projects and meetings as directed.
- Operate computers and other technologies.
- Develop and curate social media, website, and printed promotions and outreach content.
- Periodic maintenance and update of the Downtown Waynesville Commission's website.
- Attend North Carolina Main Street trainings and conferences.
- Attend all DWC board meetings and subcommittee meetings as directed.

### **Education and Experience**

The preferred candidate for the Promotions and Outreach Coordinator will have graduated from college or university with a 4-year degree or will have graduated with a 2-year degree with 2 years of experience working for a government or nonprofit organization. Experience in event coordination, marketing, and public relations is preferred, as well as a familiarity with the North Carolina Main Street program, Main Street America.

### **Soft Skills**

- Sound judgment and initiative.
- Ability to interact positively with the public and large groups of individuals, merchants, and stakeholders.
- Ability to work without direct supervision during events, in public, and in a small office environment.
- Strong written and verbal skills and the ability to speak to large audiences.
- Ability to think independently within the limits of policy, standards, and best practices.
- Ability to collect, understand, input, and analyze data.

### **Work Environment**

The Town of Waynesville is an Equal Opportunity Employer, and the Americans with Disabilities Act (ADA) requires that the Town provide reasonable accommodations to qualified individuals with disabilities. The working environment characteristics described here are representative of those an employee may encounter in the performance of the duties of this position.

The Promotions and Outreach Coordinator may be subject to hazards during event management while working indoors and outdoors. These environments may be hot, cold, loud, with dust, and fumes. The Promotions and Outreach Coordinator must be able to see and hear within the normal range, with or without correction, and must be able to communicate verbally and in written form while being understood. This position may require the employee to work an irregular schedule which may include weekends, holidays, evening, and varying shifts.