

Downtown Waynesville Commission

Marketing & Promotions Coordinator



Job Description

The Marketing and Promotions Coordinator (Coordinator) will organize and coordinate marketing and promotions for the Downtown Waynesville Commission (DWC) under the direction of the Executive Director. Coordinator will provide support for the DWC Subcommittees.

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 - \$17.00 per hour DOE.

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 and marketing initiatives 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:

- Assist in the development of marketing plans and content creation for special events and district promotions.
- Assist in planning and promoting annual events for the DWC.
- Assist with merchant, vendor, and volunteer outreach and communications as directed by 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.
- Assist in implementing the Annual plan of Work as directed by the Executive Director.
- Provide support for the promotions committee and DWC.

Job Requirements

- Organization.
- Written, verbal, and interpersonal communication skills.
- Prepare and organize projects and marketing campaigns utilizing various platforms.
- 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 DWC board meetings and subcommittee meetings as directed.

Education and Experience

The preferred candidate would have certifications, continuing education, experience, degrees or related course work in the following areas: Marketing, Graphic Design, Word Press/Drupal (or similar program) and Social Media Content Development.

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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 Marketing and Promotions 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.

The Town of Waynesville has the right to revise this job description at any time. This description does not represent in any way a contract of employment.

Apply online: <https://www.surveymonkey.com/r/townofwaynesvilleapplication>

Or Scan the QR Code to apply online:



Interested applicants may submit an application to:

**Town of Waynesville,
Brittany Angel, HR Coordinator
Human Resources Department
16 S. Main Street
Waynesville, NC 28786**

**Or via email to bangel@waynesvillenc.gov
Applications will be accepted until filled**