

Downtown Waynesville Commission

Marketing & Outreach Coordinator



“The mission of the Downtown Waynesville Commission is to drive economic development within the historic Main Street District according to North Carolina and national Main Street program standards. The organization’s objective is to preserve the district’s rich history and sustain the social, cultural and economic role that it plays as the commercial center of the Downtown Waynesville community.”

**DOWNTOWN WAYNESVILLE COMMISSION
IS RECRUITING FOR**

**PART-TIME
MARKETING &
OUTREACH
COORDINATOR**



**-COMMUNICATION
& MARKETING
-DOWNTOWN
MERCHANT
LIAISON
-EVENT
PROMOTION &
SUPPORT
-ADMINISTRATIVE
SUPPORT**

***More
Information:***

WWW.WAYNESVILLENC.GOV

Compensation:

\$15.00/HOUR

16-19 HOURS PER WEEK

401K - OPTION AVAILABLE

Currently accepting applications.

Location:

16 South Main Street

Waynesville, NC 28786

APPLY IN PERSON OR ONLINE

WWW.WAYNESVILLENC.GOV/DEPARTMENTS/HUMAN-RESOURCES/CURRENT-VACANCIES

CALL BETH GILMORE FOR MORE INFORMATION: 828-456-3517 EXTENSION 2122

Downtown Waynesville Commission

Marketing & Outreach Coordinator



Job Description

The Marketing and Outreach Coordinator (Coordinator) plays a key role in promoting Waynesville's historic downtown district as a community destination. The coordinator will work closely with DWC Executive Director and Promotions Subcommittee members to further develop the Appalachian True brand and implement marketing strategies to increase customer traffic to local businesses. Coordinator will be responsible for managing communication, merchant relations, marketing campaigns, promotions and community engagement efforts to support local businesses, downtown events, and economic development initiatives to foster a more vibrant and inclusive downtown environment.

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.

KEY RESPONSIBILITIES -

Marketing & Communication

- Develop and execute annual marketing and communications plans for Main Street promotions, events and initiatives.
- Help manage updates to the Downtownwaynesville.com website, newsletters and social media platforms.
- Create engaging content including press releases, blogs, videos and graphics.
- Coordinate print, radio and digital advertising campaigns.
- Monitor analytics and offer strategy recommendations to improve engagement and outreach.

Community Outreach

- Act as a liaison between the Main Street program, Downtown Waynesville Commission and MSD business owners.
- Help organize community forums, workshops and social gatherings to keep stakeholders informed.
- Build relationships with media, regional partner and local outlets to promote the program and organization.

Event Promotion and Support

- Assist in planning, promoting and executing special events planned by the DWC.
- Assist with logistics, vendor communications, volunteer communications and permits related to event planning.
- Assist in developing partnerships and sponsorships to support event goals.

Administrative Support

- Help to maintain contact databases, marketing calendars and promotional materials.
- Track performance metrics for outreach and marketing campaigns.
- Assist with grant applications and reporting related to Main Street programs.

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Education and Experience

The preferred candidate for the Marketing 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 Marketing 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.

Interested applicants may submit an application to:

Town of Waynesville

Attn: Human Resources Department

16 S. Main Street

Waynesville, NC 28786

bangel@waynesvillenc.gov