

## **PLANNING AND DOWNTOWN MARKETING COORDINATOR**

### General Statement of Duties

Performs and coordinates with professional planning and zoning and economic development program duties for the Town.

### Distinguishing Features of the Class

An employee in this class performs marketing work and assists with planning and zoning duties. Work includes receiving complaints. The employee may be exposed to inside and outside environmental conditions, vicious animals, and irate citizens. Work is performed under regular supervision of the Town Planning and Zoning Administrator and is evaluated through conferences, review of assigned projects, and reactions of the public and property owners.

### Duties and Responsibilities

#### Essential Duties and Tasks

Serves as Staff Coordinator to Williamston Downtown, Inc.

Implement marketing directives as set forth by plans and Board directives.

Assist with receiving permits and site plan review of building permit applications, special use request and subdivision plats for code compliance; checks proposed structure or additions against zoning requirements; communicates needed changes.

Assists with staff support to the Board of Adjustment and the Planning Board.

Assist external consultants in long range planning studies.

Implement the daily operations of the Downtown Revitalization efforts.

Facilitates special Town events such as Williamston Yard of the Month, Third Thursday, and park improvements and other downtown events or festivals.

Assists with daily inquiries from the public on interpretation of planning and zoning questions; refers technical and precedent setting questions to Town Planning and Zoning Administrator.

#### Additional Job Duties

Performs related duties as required.

### Recruitment and Selection Guidelines

#### Knowledge, Skills, and Abilities

Considerable knowledge of principles and practices of zoning, interpretation, and codes.

Considerable knowledge of the Town's zoning and development codes and ordinances and other related local ordinances.

Working knowledge of governmental laws, programs, and services related to the Planning and Zoning code enforcement processes and procedures.

Knowledge of the principles and practices and applicable laws regarding planning, subdivisions, building permits, and development regulation.

Knowledge of the application of information technology to research and reporting work activities and records preparation and maintenance including GIS, spreadsheets, presentation and other software and peripherals.

Ability to interpret local ordinances, rules, and regulations.

Skill in conflict resolution.

Ability to work effectively with employees and the general public.

Ability to communicate effectively in oral and written forms.

Ability to document and complete required records and reports.

### Physical Requirements

Must be able to physically perform the basic life operational functions of walking, talking, hearing and repetitive motions.

Must be able to perform light work exerting up to 20 pounds of force occasionally, and/or up to 10 pounds frequently, and/or a negligible amount of force constantly to move objects.

Must possess the visual acuity to prepare and analyze data and figures, operate a computer terminal, operate a motor vehicle, perform field site inspections, and use measurement devices. The worker is subject to both inside and outside environmental conditions.

### Desirable Education and Experience

Graduation from an accredited four-year college or university with a major in marketing, urban and regional planning, or related field and some experience in marketing or planning; or an equivalent combination of education and experience.

### Special Requirements

Possession of a valid North Carolina driver's license.

Ability to obtain Zoning Officer certification from the School of Government.

Williamston  
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