



Job Title: Marketing and Operations Coordinator

Part-time: 40 hours per week with paid City Holidays and paid vacation

Hourly Range: \$20-22/hr.

Downtown Sanford, Inc. (DSI) is a 501(c)(3) non-profit organization with a small staff who, with the support of the city of Sanford and community partners, work hard to make downtown a vibrant and inviting home for locally owned businesses. DSI is a designated North Carolina Main Street and an accredited Main Street America community. We were recognized as the “Finest Mainstreet” in November 2022 by North Carolina Electric Cooperatives’ annual publication of Carolina Country.

Mission: Downtown Sanford Inc. serves to champion the economic growth of the City of Sanford while preserving the historical integrity of downtown through education, promotion and management.

Vision: Downtown Sanford is the gateway to the city with an active downtown for entrepreneurial growth and an engaging environment for entertainment.

About the position:

The Marketing and Operations Coordinator is a forty-hour per week role responsible for 50% marketing and 50% operations. The role involves handling day-to-day administrative duties, assisting with event planning, organization, communication, and ensuring a smooth logistical execution, as well as contributing to the organizational planning and management of social media accounts and marketing initiatives. This position requires strong communication and organizational skills, attention to detail, and the ability to multitask effectively to support the overall efficiency and success of the business.

**Key tasks:**

- Implements and manages programs and projects that meet the objectives of DSI's Plan of Work, Mission, and Vision for the organization by utilizing Promotion, Economic Vitality, Design, and Organization as an integral foundation for downtown economic development.
- Digital creator/planner of all social media. Graphic design and creation of posters, flyers, event print material, and marketing initiatives.
- Assist the DSI Executive Director in planning, managing, and staffing all DSI-sponsored events. Most events take place in the evening and/or on the weekends.
- Manage vendors for the Downtown StreetFest, Sanford Christmas Parade, and Strawberry Jammin', including organizing registrations, accepting/tracking payments, and all communications with the vendor to ensure a successful event.
- Create and distribute general correspondence, memoranda, reports, schedules, contracts, press releases, and other materials to downtown promotions and communications.
- Assist with tasks related to monthly meetings of the DSI Board of Directors and committees.
- Assist in overseeing volunteer recruitment, scheduling, training, and appreciation initiatives.
- Assist with managing the downtown property inventory database.
- Assist with the annual reports for NC Main Street.
- Assist with managing the downtown website plug-ins (directory and event calendar).

Skills:

- Strong organizational skills with the ability to prioritize duties and tasks.
- Ability to organize, multitask, and handle various assignments.
- Thorough knowledge of office practices and procedures, including familiarity with Microsoft applications, Canva, CapCut, and/or other editing software.
- Experience with social media, including Facebook, Instagram, TikTok, and email newsletter marketing.
- Photography/videography skills
- Strong customer service and people skills, with attention to detail.
- Ability to help plan and execute the logistics of large-scale community events.
- Ability to handle long periods of standing during events.
- Ability to lift and carry up to 25 lbs.



Qualifications:

- Bachelor's degree from an accredited college or university in Public Relations, Marketing, Communications, Fine Arts/Digital Media, or a related field. Equivalent combinations of education and relevant experience that demonstrate the required knowledge, skills, and abilities will also be considered.
- Excellent interpersonal and communication skills, including experience interacting with partners, sponsors, small businesses, and other key stakeholders.
- Highly detail-oriented with strong organization, time management, and project management skills, including the ability to juggle multiple projects and deadlines.
- Skilled in Facebook, Instagram, TikTok, and other electronic communications to include video editing
- Photography/videography experience
- Working knowledge of Microsoft Word, Excel, and PowerPoint.
- Self-starter, driven, and a team player.

The above list of duties and responsibilities is intended only as an illustration of the various types of work that are to be performed. The omission of specific duties does not exclude them from the position if the work is similar or related to the position.

For consideration: Please forward your resume and a cover letter to:
kplaudate@downtownsanford.com