

TOWN OF NORTH WILKESBORO
Community Development Coordinator
Pay Class: 8
Salary Range: \$38,555-58,338

General Statement of Duties

The Community Development Coordinator executes various initiatives that foster community engagement, promote downtown businesses and activities, and support downtown development and the Main Street program through administrative tasks.

Distinguishing Features of the Class

An employee in this class is under the supervision of the Community Development Director and is primarily responsible for supporting the Community Development Department. Key elements of the work include coordinating events, assisting with social media and marketing initiatives, engaging with the community, and providing administrative support. The employee must be self-motivated, capable of working independently and effectively, and possess strong organizational skills.

Duties and Responsibilities

Essential Duties and Tasks

- Plan and execute special events, promotions, festivals, concerts, and markets.
- Coordinate road closures and necessary permits.
- Manage vendor and volunteer coordination.
- Assist with fundraising efforts and securing sponsorships.
- Track event metrics and evaluate success.
- Build and maintain relationships with local businesses, organizations, and residents.
- Participate in community outreach initiatives and volunteer programs.
- Manage social media, content creation, email marketing, and other correspondence related to downtown promotions and communications.
- Respond to inquiries and concerns regarding downtown issues.
- Collaborate with community partners to support their efforts in North Wilkesboro.
- Serves as an additional communication link between the town and community groups, officials, merchants, investors, developers, etc.
- Perform general administrative tasks efficiently and professionally.
- Manage and maintain the DNWP website and social media platforms.
- Assist with grant writing and reporting.
- Prepare presentations and reports for various audiences.
- Maintain accurate event attendance records, financial data, and other relevant information.
- Assist in the administration of the Main Street program
- Maintain various confidentiality records of business and property owners
- Assist with tasks related to monthly board meetings and committees

Qualifications

- Must be self-motivated, energetic, imaginative, well-organized, and capable of functioning effectively in an independent environment and with a team.
- Strong organizational skills with the ability to prioritize duties and tasks.
- Bachelor's degree in a related field (e.g., communication, public administration, marketing) or equivalent experience.
- Proven experience in event planning and coordination.
- Experience in social media management, marketing, and content creation (Instagram, Facebook, Newsletter, etc)
- Excellent written and verbal communication skills.
- Proficiency in Microsoft Office tools, Google Suite, graphic design software, and social media platforms.
- Basic website management skills.

Physical Requirements

- Must be able to physically perform the basic life operational functions of stooping, kneeling, crouching, reaching, standing, walking, lifting, fingering, talking, hearing, and repetitive motion.
- Must be able to perform sedentary work, exerting up to 10 pounds of force frequently or constantly to move objects.
- Must possess the visual acuity to prepare and analyze data, operate a computer, and read extensively.
- Ability to stand for long periods during events.
- Ability to lift and carry 25 pounds.

Special Requirements

- Possession of a valid Driver's License.
- Pre-employment drug screening and background checks are required.

The Town of North Wilkesboro is an EEO/ADA employer.

Please submit a letter of interest and resume to payroll@northwilkesboronc.gov or mail to Town of North Wilkesboro, PO Box 218, North Wilkesboro, NC 28659.

Call 336-667-7129 for additional information.