

## BUSINESS DEVELOPMENT COORDINATOR



**DEPARTMENT:** Business Development

**REPORTS TO:** Business Development Director

**POSITION TYPE:** Full-time

**RANGE:** \$49,236 – 73,853

**FLSA STATUS:** Non-exempt

The following is intended to represent only the key areas of responsibilities; specific position assignments will vary depending on the business needs of the department.

**GENERAL DESCRIPTION:** The Town of Waxhaw partners with the Downtown Waxhaw Association to administer Waxhaw's Main Street Program and the preservation and promotion of the downtown area. This position provides support in coordinating many aspects of the downtown and town economic development strategy under the overall direction of the Business Development Director. Position is responsible for performing professional, technical, and administrative work related to Waxhaw's Main Street Program. Organizes and coordinates downtown program's communications with district stakeholders, business owners, and community members. Assists with social media, marketing and promotions. Assists in managing annual committee and event calendars, establishing annual work plan and budget, and tracking and communicating statistics. Duties include assisting in administrative operations of the Downtown Waxhaw Association.

### ESSENTIAL FUNCTIONS/TYPICAL TASKS:

- Serves as first point of contact for people visiting or inquiring about the Business Development office. Connects with other town departments as needed.
- Supports the economic development of Downtown Waxhaw and the Town of Waxhaw.
- Serves as a communication link between the Town of Waxhaw, Downtown Waxhaw Association, community groups, officials, business owners, building owners, developers, and investors.
- Works with various volunteer-led committees on developing and accomplishing annual workplan.
- Assists with development and management of Downtown Communication Tools, including website, social media, newsletters, and blogs. Monitors performance of communication tools and recommends new tools as needed.
- Assists with planning and implementation of business-friendly promotional events like First Fridays, Small Business Saturday, and Ladies Nights.
- Serves as liaison for special events in downtown, coordinating with the Parks & Recreation Department and communicating effectively with downtown stakeholders.
- Collaborates with Marketing Department, Downtown Waxhaw Association Board and Committees, and Director to develop marketing strategies for downtown and implements among outlets throughout Waxhaw, Union County, and Charlotte area.
- Provides assistance in preparation of yearly program reports and statistics required by the North Carolina Main Street Program. Monitors program performance and recommends modifications as needed.
- Evaluates economic data and prepares reports for stakeholders.
- Prepares expense reports, purchase orders, and other bookkeeping tasks related to program activities.
- Other related duties as assigned.

**KNOWLEDGE, SKILLS, AND ABILITIES:** To perform the job successfully, an individual should demonstrate the following competencies:

- Be able to perform and organize work independently and perform routine office management duties without referral to supervisor.
- Excellent verbal and written communication skills.

- Have thorough knowledge of standard office practices, procedures, equipment and secretarial techniques.
- Computer proficient.
- Knowledge of general accounting principles.
- Knowledge of the objectives and ideals of downtown and economic development.
- A people-person with the ability to establish and maintain effective working relationships with co-workers, citizen interest groups, volunteers, partner organizations, and the public.
- Able to handle multiple assignments concurrently and balance priorities.
- Social media and content creation skills, including knowledge in designing graphics for social media.
- Willing to learn website maintenance, MailChimp, and other support programs.
- Must communicate and manage volunteers and committees effectively.
- Able to take initiative and take on projects from start to finish

**PHYSICAL REQUIREMENTS:** The physical demands and working environment, which follow, are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Must be able to perform the basic life operational support functions of climbing, balancing, stooping, kneeling, crouching, crawling, reaching, standing, walking, pushing, pulling, lifting, grasping, full use of fingers, feeling, talking, hearing, and repetitive motions. Must possess visual acuity necessary to prepare duties. Must have ability for vocal communications to express or exchange ideas orally and to convey information at normal spoken levels and to receive detailed information at normal levels. Worker is subject to noise and must be able to work in environmental conditions of extreme cold, extreme heat, hazards, and atmospheric conditions. Able to lift 50 lbs.

**EDUCATION AND EXPERIENCE:** A Bachelor's Degree is preferred. An Associate's Degree or an equivalent combination of education and 3+ years of relevant experience will be considered. Experience with marketing and communications highly preferred.

**SPECIAL REQUIREMENTS:**

- Possession of a valid driver's license in the state of North Carolina and/or South Carolina.
- Position will require some afterhours/weekend responsibilities.
- Final applicant subject to pre-employment drug screening and background check.

**BENEFITS:** 5% 401k Contribution; NCLGRS Enrollment; Paid Medical, Dental, Vision, Disability, Life Insurance Policy; PTO; Tuition Assistance, Wellness Program and more.

**CLOSING DATE:** Open Until Filled

**CONTACT AND SUBMITTAL INFORMATION**

**ONLINE (PREFERRED):** Complete application, upload resume and cover letter at [www.waxhaw.com](http://www.waxhaw.com)

**EMAIL:** [hr@waxhaw.com](mailto:hr@waxhaw.com)

**HAND DELIVERY:** 1150 N. Broome St., Waxhaw, NC 28173

**MAIL:**

Human Resources  
PO Box 6  
Waxhaw, NC 28173

**TELEPHONE:** 704-843-2195 ext. 240 or 269

**Waxhaw is an Equal Opportunity Employer.**

**We invite you to join our team!**