

## **JOB DESCRIPTION**

**JOB TITLE: Special Projects Coordinator/Building Facade Program Manager**

**DEPARTMENT: Administration**

**DATE:February 2013**

This is a skilled professional position in the administrative department.

### **PRIMARY FUNCTION:**

{Administration} This position plans, organizes, directs, and manages the activities of the Special Projects Department, consisting of economic development, business recruitment & retention, tourism development, downtown revitalization, special events coordination, town marketing, and volunteer program coordination. Utilizes skill in written and oral communication, interpersonal relations, and creative design to promote the programs of the department using marketing, branding, print, broadcast, electronic, social networking (Facebook, Twitter, YouTube, etc.), public relations, and other communications tools. Prepares and submits grant applications. Prepares annual department budget and monitors and approves expenditures. Establishes tools to measure the success of the activities of the Special Projects Department . Prepares and presents reports of department goals, activities, and accomplishments on a quarterly basis. Attends functions and events after hours and on weekends. Some travel required. Reports to the Mayor and performs miscellaneous related managerial and administrative duties as required and all other work as assigned by the Mayor.

**JOB DUTIES AND RESPONSIBILITIES:** This job description lists only the usual major job duties normally assigned to the employee, but does not restrict the performance of other duties as assigned by the supervisor.

## **FUNCTIONAL AREA #1**

### **BUSINESS RECRUITMENT & RETENTION:**

Directly responsible for the retention and growth of all of the diverse economic sectors and businesses within the Town as well as for the creation and attraction of all new ones to the Town. Performs research and develops, implements, monitors, and evaluates strategies and programs to attract, retain, and expand private sector investment in the Town and create jobs.

#### **SPECIFIC DUTIES AND RESPONSIBILITIES**

1. Performs administrative, creative, and marketing duties necessary to formulate and implement marketing and business attraction strategies for recruitment of new

business to the Town of Haysi. Responsible for economic development content on the Town's website and other multi-media outreach.

2. Maintains strong working relationships with area businesses and formulates and implements strategies for retention or expansion of existing business in the Town.

3. Interacts with developers, real estate agents, financial institutions, private sector, and others to provide accurate information about economic development initiatives. Prepares studies and reports and reviews and responds to company proposals and clients' requests for information coordinating with other departments and agencies as needed.

4. Maintains strong working relationships with various local, state and federal agencies and regional planning groups, coordinating projects with agencies as needed.

5. Provides information, and/or make presentations to boards, commissions, civic groups, businesses, and individuals in the general public regarding economic development issues, programs, services, and plans.

6. Inventories available buildings and business and residential development sites within Haysi (both publicly and privately owned).

7. Assists with negotiations and the management of professional service contracts, property sales or acquisition, and economic development-oriented negotiations and provides customer-driven, problem-solving, professional economic development advice.

8. Coordinates development and processing of economic development financing tools and incentive programs.

9. Keeps abreast of trends and developments in the field of economic development and of legislation and regulations impacting economic development and assists in the drafting of Town development ordinances.

10. Prepares press releases, assembles welcome packages and coordinates ribbon cuttings for new businesses.

## **FUNCTIONAL AREA #2**

### **TOURISM DEVELOPMENT:**

Employee is responsible for the development, conduct, execution, and documentation of a comprehensive tourism development plan and marketing strategy for the Town of Haysi to bring more area residents, tourists, visitors, vacationers, businesses, and events to the Town of Haysi.

### **SPECIFIC DUTIES AND RESPONSIBILITIES**

1. Performs administrative, creative, and marketing duties necessary to develop strategies, programs, and policies to promote tourism and stimulate economic development in the Town of Haysi (this may include leisure package development).

2. Prepares and executes a yearly local marketing plan; oversees creative message development and manages tourism media buys for the Town of Haysi.

3. Gathers data, plans and conducts Tourism Asset Inventory. Maintains a high level of communication among area attractions, hotels and other tourism industry representatives and prepares annual tourism situation analysis for the Town Council.
4. Designs and develops tourism educational materials. Prepares and updates community profile, film library, and tourism brochures; responsible for leisure travel content on the Town's website and other multi-media outreach; responds to requests for tourism information.
  5. Participates in radio and televised talk shows. Writes press releases and feature stories that promote the area and its resources. Encourage editors, reporters, and producers from print and broadcast media to visit the area to write articles or produce televised features.
6. Represents the Town in joint planning sessions to establish regional tourism activities; develops strategic marketing partnerships, serves on many local committees that enhance tourism and foster economic development
7. Prepares and delivers programs to local and regional civic and governmental organizations on the Town's tourism initiatives.
8. Manages travel trade marketing outreach to AAA and travel agent offices to increase knowledge of the area. Designs, develops and conducts familiarization tours of the Town of Haysi for media, event planning, tour operators and travel agents. Prepares and releases press kit to media, tour operators, and travel agents.
  9. Designs, develops and provides hospitality training programs for targeted local business personnel.

## **FUNCTIONAL AREA #3**

### **DOWNTOWN REVITALIZATION:**

Coordinates activity within the central downtown business district following the national Main Street Program guidelines, where practical, as a foundation for downtown economic development. Responsible for the development, conduct, execution and documentation of the Haysi Downtown Revitalization Program coordinating all project activities including grant management and Building Facade Program along with volunteers.

### **SPECIFIC DUTIES AND RESPONSIBILITIES**

1. Coordinates activity of the downtown revitalization committees, ensuring that communication between committees is well established; assists with implementation of committee work plans, provides ongoing volunteer support, training, and encouragement; researches and writes volunteer policies and procedures; organizes and conducts volunteer meetings; and celebrates volunteering by recognizing volunteers and by organizing a annual volunteer appreciation event.
2. Manages by working closely with Town of Haysi Administration and Mayor all administrative aspects of the downtown revitalization, including purchasing, record

keeping, budget development and accounting, preparing all required reports, preparing grant applications and reports to funding agencies, and supervising employees, volunteers, and consultants.

3. After identifying assets and resources and concerns and issues for the downtown area and after becoming familiar with all persons and groups directly or indirectly involved in the downtown commercial district, develops a annual strategic action plan for downtown revitalization utilizing the community's human and economic resources and focusing on design, promotion, organization and economic development.

4. Develops and conducts ongoing public awareness and education programs to enhance appreciation of the downtown's assets and to foster an understanding of the downtown revitalization program's goals and objectives. Through speaking engagements, media interviews and appearances, keep the program highly visible in the community.

5. Assists individual tenants or property owners with physical improvement projects through personal consultation or by obtaining and supervising professional design consultants (this may include locating contractors and materials, providing construction supervision, and providing advice and guidance on financial mechanisms for funding physical improvements).

6. Maintains strong productive working relationships with various local, state and federal agencies and regional planning groups, coordinating projects with agencies as needed.

7. Develops and maintain data systems to track the process and progress of the downtown revitalization program including economic monitoring, building inventories with photographic documentation of all physical changes, sales tax data, and information on job creation and business retention as well as volunteer participation.

8. Produces a monthly newsletter, keeping businesses and citizens up to date on the downtown revitalization program activities.

## **FUNCTIONAL AREA #4**

### **SPECIAL EVENTS COORDINATION:**

The event coordinator will arrange every aspect of a town-sponsored or co-sponsored event to ensure that it runs smoothly and successfully. The event coordinator is expected to be onsite the day of the event to oversee or perform set-up and to troubleshoot any issues that may arise

### **SPECIFIC DUTIES AND RESPONSIBILITIES**

1. Creates policies, guidelines, and practices to ensure that the community can host special events in public open spaces, parks, streets, and facilities

without causing undue disruption to businesses, neighborhoods, and public services, and without incurring liability risks. Approves or denies applications for facility rental and for permits for special events without Town sponsorship which utilize public facilities.

2. Partners with local business, civic, or other organizations to produce community events.
3. Arranges various aspects of municipal special events including event budget & schedule, selecting performers/entertainers/speakers, choosing accessory vendors, security, technical & stage set-up, parking & traffic control, creating & distributing marketing materials, post event site clean-up, staffing, and various other services.
4. Forms a task group to ensure adequate preparation and staffing according to the type of event to be coordinated; assigns tasks, prepares checklists, and maintains contact with each team member; monitors event timelines; checks work of staff assigned to each task and supervises crews during events.
5. Assists users of facilities by providing requirements in regard to technical, security, and/or other requirements; assists in problem resolution and answers questions.
6. Responsible for promotion of special events and multi-media outreach; works closely with media to ensure maximum event coverage; prepares, updates, and distributes the special events calendar and other pertinent information; responsible for special events content on the Town's website.
7. Attends special events to facilitate operations and respond to emergencies, problems, etc.; ensures all aspects of events are implemented and controlled according to plans; maintains records of the attendance at each special event; conducts a post mortem for each event to identify areas for improvement.
8. Maintains inventory of special events equipment (ie, lighting, sound, etc.) and reports the need for physical maintenance of special events venues owned and operated by the Town.

#### **EDUCATION AND JOB KNOWLEDGE REQUIREMENTS:**

Reqs bachelor's degree in public or business administration, marketing, planning, or related field; 5 yrs increasingly responsible professional experience in economic development or related activities; or any equivalent combination of experience and training. Reqs knowledge of functions and organization of town govt; principles and practices of economic development; financial management; federal, state and local regulations; ability to research and prepare reports; to express ideas effectively orally and in writing; to research, write, and administer grants; and to establish and maintain effective working relationships with businesses, town officials, staff, associates, private sector organizations, and the general public. Successful candidate must have the ability to work a flexible schedule attending functions and events after hours and on weekends, possess excellent time management skills, have excellent oral and written communication skills, and be comfortable working both independently and as part of a team. Strong computer skills required. Some overnight travel required.

This is a Community Development Block Grant funded position. This position will be filled on a part-time basis. No full time employee benefits.. May require 16-24 hours weekly. Position is funded for approximately one year as of this notice. The Town of Haysi is an Equal opportunity employer. Salary dependent on Qualifications and Experience. Deadline for Application, March 4, 2013 by 4 p. m.

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I received a copy of this job description on \_\_\_\_\_, and have the following questions: \_\_\_\_\_

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I received a copy of this job description on \_\_\_\_\_, and fully understand my duties and responsibilities.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_