

Community Development Director

Job Description

An employee in this class works collaboratively to plan, organize and administer work related to community engagement and the revitalization of North Wilkesboro's downtown. Work includes facilitating activities, projects, efforts, and relationships that directly or indirectly improve downtown areas and the outdoor economy. Work includes assisting with administering development, revitalization, and improvement programs; assisting with coordinating and implementing downtown special events; maintaining public relations; fostering a climate downtown to recruit and maintain businesses and residents; and maintaining the Main Street program status. Works collaboratively with consulting local officials, business owners and community leaders for the purpose of improving and promoting downtown business development as directed. Work involves significant public contact and public speaking. Work requires considerable planning and timely execution of work. Employee must exercise independent judgment and simultaneously must consider financial, socio-economic, legal, and regulatory variables as they affect the Town. The employee is subject to indoor, outdoor environmental conditions, nights and weekend hours. Work is performed under the general supervision of the Town Manager and is evaluated through conferences, reports, and results.

Dual Duties and Responsibilities

- Serves as the Downtown North Wilkesboro Partnership's Director (Main Street organization), the central contact for the Office of Main Street.
- Maintains Main Street status and works collaboratively to administer grants for the downtown district and organize program activities in the areas of design, arts and culture, outdoor industry, promotion, economic vitality, and partnership development.
- Encourage and advise on improvements in the downtown district.
- Conduct activities such as promotional events, advertising, special events, business assistance, business recruitment, parking management and so on.
- Works with Town officials, staff, and business owners to develop strategies expand market opportunities, and promote existing businesses.
- Works collaboratively with Partnership board, outdoor economy group, relevant community groups, and town staff to identify, apply for, and administer grants related to community and downtown development.
- Works in consultation with code enforcement and planning staff on downtown development and revitalization efforts.
- Works to implement downtown special events that cultivate economic impact and increase visibility of the Downtown.
- Maintains and improves Partnership website as tool for marketing downtown; speaks to various community and civic groups to promote downtown area.
- Meets regularly with the Partnership board and committees to plan and address downtown issues.
- Maintains contact with community leaders, and representatives of businesses, industry and nonprofit agencies; visits businesses regularly to stay abreast of their status, any potential for expansion, and assists with problems; works to resolve issues that affect downtown property owners and businesses.
- Recruits and trains volunteers for various events and programs.
- Assist with preparing and administering the office budget; develops and maintains various databases; develops marketing and promotional material; and uses social media to promote programs.
- Oversees tasks related to public communications for both Downtown Partnership and the Town.
- Other tasks or duties as assigned by the supervisor

Knowledge, Skills, and Abilities

- Considerable knowledge of principles, practices and processes involved in downtown or community development, including research techniques and design applications, economic development, and marketing and public relations.
- Knowledgeable of Main Street guidelines and regulations, and historical preservation practices.
- Knowledge of commercial and residential revitalization programs, and federal and state historic tax credit and grant funding programs.
- Knowledge of the assets of the community.
- Knowledge of municipal budgeting and purchasing laws, policies and procedures.
- Skills in social media, website maintenance, and drafting written content such as press releases or other notifications to the public.
- Ability to communicate effectively in oral and written forms
- Must be entrepreneurial, energetic, imaginative, well organized and capable of functioning effectively in an independent environment.
- Skills in data collection and analysis, and establishment of databases about pertinent statistics and demographics.
- Skills in organizing large events and providing leadership to volunteer and part-time staff.
- Strong skills in graphic design, writing and administering grants.
- Ability to plan and implement large scale community events and provide leadership to volunteer and part-time staff.

Desirable Education and Experience: Experience as manager/director/coordinator in the field of economic development, downtown revitalization or the Main Street Program. College degree from an accredited college/university in the field of public administration, economics, planning, business, historic preservation, design, communications, marketing, tourism or a related field, or any equivalent combination of education and experience.

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, inspect sites, and to read extensively.

Special Requirements:

Possession of a valid Driver's License. Pre-employment drug screening and background check required. The Town of North Wilkesboro is an EEO/ADA employer.

Please submit a letter of interest and resume to payroll@north-wilkesboro.com or planning@north-wilkesboro.com or mail to Town of North Wilkesboro PO Box 218, North Wilkesboro, NC 28659
Call 336-667-7129 for additional information.