

REPORTS TO: Community Development Dir.
CLASSIFICATION: Full-time
DATE APPROVED: February 12, 2019

DEPARTMENT: Comm. Development
FLSA STATUS: Exempt
REVISION DATE: n/a



JOB SUMMARY:

This position is responsible for the upkeep, promotion, and operation of the Main Street Program as defined by the Georgia Department of Community Affairs Classic Main Streets Program Memorandum of Understanding and the Georgia Main Street Program Standards for Accreditation. This position coordinates marketing initiatives, Main Street events and other general City events, fundraising initiatives, and volunteer program recruitment, retention and project coordination.

POSITION CONTEXT:

The position is a full-time exempt position requiring attendance of meetings and/or events outside of regular business hours including weekends. The Main Street Coordinator works in an office environment and is frequently away from the department organizing and coordinating events. This position routinely handles confidential information and will also experience constant contact with internal staff, volunteers, vendors, and the community at large. The Main Street Coordinator will coordinate a group of volunteers.

ESSENTIAL FUNCTIONS:

- Plans and coordinates all Main Street events through the year. Tasks include: development and marketing of calendar of events, purchase of event supplies, decoration, event set up, event take down
- Document events with audio/video or pictures
- Meet and coordinate with outside entities regarding events and provide oversight and guidance to volunteers during City events
- Coordinates the marketing of the Main Street Program events- this also includes developing announcements, informational bulletins, press releases, event's calendar, website, social media and all other appropriate news media communications, Georgia Tourism communication, City's electronic board, etc. Design, composes and maintains social media posts, department's website, informational and promotional materials, flyers, electronic board, and other related communications
- Coordinating general City-wide events such as: community recognition, holidays, memorials, etc.
- Creates monthly Main Street Newsletter and updates all department's social media and internet outlets (City website, PorchFest website, Main Street Snapchat, Instagram, Facebook, Twitter, etc.). Create, maintain, and respond to all mailout promotions using mass e-mail resources (i.e. MailChimp). Works with local businesses to promote them in the Hampton community and beyond
- Coordinate the Main Street Volunteer Program and volunteer base, including review of volunteer applications and provides recommendations to department Director
- Creating and maintaining special projects including Public Art, Volunteer Programming
- Coordinates the rental of City properties; Secures/reserves facilities used for special events. (i.e. Train Depot, Fortson Library, etc.)
- Provides clerical work in support to the Community Development Department, such as: Post-event

evaluations, printing all event materials, faxing, etc. Provides written report updates on the Main Street activities, as well as current social media analytics, events, and program updates. Maintains all Main Street program records, including but not limited to: The Annual Assessment, 10 Standards of Accreditation, and Main Street Monthly Reporting

- Communicates with City staff and other agencies regarding event planning, city-wide projects, grant coordination, and staff events
- As part of the accreditation process, attends annual Main Street Training, and required continuing education in the Department of Community Affair
- Occasional presentation at City Council meetings regarding City events, such tasks include: writing supporting memorandum for agenda cover sheet, development of PowerPoint presentation and verbal presentation to members of Council and the community
- Staff liaison for the Main Street Board and the Special Event Committee, including collaboration with other City departments such as Customer Service, Public Works and Police Department
- Provides accurate information to all parties concerning City and non-City events. Schedules and coordinates all Main Street Advisory Board meetings, including creation and posting of agendas and preparation of meeting materials. Coordinates required Main Street Advisory training, recruits board members and maintain Board records
- Represents the City of Hampton Main Street Program at various agency functions and meetings
- Works with local organizations, community outreaches, colleges, local school and other organizations to promote Main Street events, functions, and to facilitate partnerships
- Serve as media contact for all radio stations, newspapers, magazines, television stations etc.
- Provides accurate information and creation of news releases, promotional material, etc.
- Assists Community Development Director in the preparation of the Main Street Program budget
- Assist in scheduling, coordinating and promoting new business ribbon cuttings

KNOWLEDGE, SKILLS AND ABILITIES REQUIRED:

- Ability to work independently with minimal supervision while exercising good judgment and initiative
- Ability to develop and maintain collaborative working relationships with all levels of staff, management, agencies and general public
- Ability to multi-task and work under pressure with constant interruptions and within short timeframes
- Ability to handle confidential/sensitive materials in a professional manner
- Must have strong organizational and time management skills
- Knowledge of the principles of governmental organization and administration and the ability to make routine decisions in accordance with laws, ordinances, regulations and departmental/organizational policies
- Demonstrated ability to maintain complex clerical records and prepare reports from such records
- Must have strong verbal and written communication skills and the ability to understand and follow complex verbal and written instructions
- Ability to answer moderately involved questions regarding City events
- Demonstrated ability to make routine decisions in accordance with laws, ordinances, regulations, established policies, and departmental procedures
- Demonstrated ability to maintain professional composure when confronted by stressful situations
- Demonstrated ability to accurately complete basic arithmetic computations
- Ability to understand and follow complex oral and written guidelines and instructions

- Ability to proofread and check documents for errors
- Demonstrated ability to develop newsletters and other graphic materials for printed and online distribution
- Extensive knowledge of office terminology/principles, office procedures, telephone etiquette and customer service
- Demonstrated ability to operate office equipment, including but not limited to, personal computer, multi-line telephone system, laptop, adding machine, printers/copiers, scanner, and fax machine
- Communication and interpersonal skills needed to work with public and other employees in a cooperative and professional manner
- Ability to sit for long periods of time
- Ability to give presentations to groups for informational and instructional purposes
- Ability to make objective decisions using sound judgment

MINIMUM QUALIFICATIONS:

Education:

- Bachelor's Degree in Public Relations, Business, Marketing, Hospitality, Journalism, or equivalent from two-year college or technical school
- Certified Main Street 101 by the Georgia Office of Downtown Development or ability to obtain certification within six months of hire
- Valid driver's license required

Experience:

- Minimum of five years of administrative/secretarial experience required
- Minimum of three years of extensive customer service experience required
- Strong working knowledge of MS Office (Word, Excel, PowerPoint, Publisher) and Adobe Pro required
- Experience in graphic design and Apple computer preferred
- Experience in event planning preferred

WORKING CONDITIONS/PHYSICAL REQUIREMENTS:

- Duties are performed primarily in an office setting with prolonged periods of sitting. The person in this position needs to occasionally move about inside the office to access file cabinets, office equipment, etc.
- When coordinating events, this position requires prolonged standing and walking, overhead reaching, crawling, kneeling, climbing, lifting to 20 pounds
- This position will require occasional travel while coordinating events
- May be exposed to dust and weather elements (i.e. cold, heat, humidity, rain, etc.) while working outside coordinating events
- This position will have frequent contact with others
- At times, workloads can be extensive with limited time for response/and or action. Position requires prolonged periods of concentration and the ability to cope with numerous interruptions and changing priorities

EQUIPMENT USED:

- General office equipment including computer, scanner, printer, copier and telephone

ADDITIONAL INFORMATION (SPECIAL REQUIREMENTS):

- This position requires the ability to work outside of normal business hours including evenings and weekends as necessary.

STATEMENT OF OTHER DUTIES DISCLAIMER:

The preceding job description does not constitute an employment contract. It has been designed to indicate the general nature and essential duties and responsibilities of work performed by employees within this position. It may not contain a comprehensive inventory of all duties, responsibilities, and qualifications required of employees to do this job. Incumbent will perform other duties as assigned by immediate supervisor.