



Rutherfordton

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Community Development Coordinator

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

Division: Administration

Reports to: Town Manager
RTR Board of Directors

General Description:

Performs professional, promotional and consultative work in administering the Main Street Program for the Town of Rutherfordton, with the primary focus on the coordination of the Main Street Program. The position also works to direct economic development activities within the Town focusing on supporting businesses & development to create jobs and housing in the Town of Rutherfordton. Work may also include the coordination of the physical, economic and social development of the town to enhance the use of existing infrastructure to maintain and strengthen the tax base. The coordinator will serve as community ombudsman to assist businesses navigating local processes; work with site selectors, industrial and commercial realtors and other agencies to coordinate activities aimed at obtaining necessary zoning permits and other approvals as needed for new development, to include residential development, and business prospects. Duties include development of data, statistics and publications which portray the economic potential of the Main Street District & the Community; identification of prospective businesses; and maintaining proper records, reports and public information for the program. Work requires considerable planning and timely execution of work. Employee must exercise independent judgment and simultaneously must consider financial, socioeconomic, legal and regulatory variables as they affect the Town. Work is performed under the general direction of the Town Manager & the RTR Board of Directors.

Essential Functions:

- Develops, conducts, executes and documents the Rutherfordton Main Street Program
- Carries out annual work plan as established in coordination with the RTR Board of Directors
- Plans and executes monthly meetings of the RTR Board and its sub-committees of Promotion, Design, Merchants & Events
- Develops the annual Main Street work plan; researches and recommends policies and strategies
- Prepares and oversees the Rutherfordton Main Street Program & Community Development Department.
- Establishes economic development programs and practices that lead to private sector projects in Rutherfordton that result in capital investment, job creation, expanded tax base, creative and niche development, recreation and entertainment venues and other quality development.

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- Develops an annual budget and submits annual statistical data, budget and program information as required in July and January
- Build and maintain a comprehensive and up-to-date database on properties within the Main Street District; a demographic profile of local residents and downtown customers; available financial assistance, retail environment & retail sales; prospective business resources, etc
- Works to retain businesses, assist with the expansion plans of existing businesses, recruit new businesses and potential developers for the Main Street District
- Assists property owners in fulfilling the best and highest use of their properties for the overall good of the Main Street District
- Works in coordination with other Town departments to assist in coordinating a business friendly environment in the Main Street District
- Researches, writes and contracts for grant procurement and administration
- Coordinates retail promotions such as First Fridays, Shop Local, Small Business Saturday etc.
- Maintains the RTR webpage, social media campaigns and e-mail mailing list; news releases, and marketing materials
- Must attend Main Street Manager meetings as required by the Main Street Program.
- Prepares and maintain program reports required by the North Carolina Main Street program for yearly program certification
- Becomes familiar with the existing inventory of available buildings and businesses, and residential development sites within the Town. These include both public and private buildings and land areas. Assures that a list/profile of existing sites and buildings is available and posted on web based real estate databases and works to improve & expand this list.
- Promotes places for business development and downtown business areas and existing vacant industrial and commercial buildings
- Provides assistance in the development of short and long-term economic and community development plans as well as gathering information and preparing studies reports and recommendations to achieve such goals
- Develops and nurtures professional working relationships with business owners and managers, and encourages them to expand or locate their operations in the Town. Monitors and anticipates needs- labor, facilities, utilities, training, etc.
- Works directly with the Town Manager to support, grow & attract business, development and jobs to the Town.
- Performs related tasks as required

Knowledge, Skills and Abilities: Must have considerable knowledge and experience in economic development and NC economic development law; must be familiar with the four point approach to Main Street programs; must understand the issues confronting downtown business, property owners, public agencies and community organizations; must be energetic, imaginative, well-organized and capable of functioning effectively in an independent situation. Excellent verbal and written communication skills are required; must have general knowledge in historic preservation practices, public relations, website design and maintenance, communications, trends in economic development in NC, banking and finance, construction, zoning, design, management, budgeting, project management, and marketing. Event planning & Coordination skills and experience. Ability to establish and maintain effective working relationships with citizens, business owners, developers, financiers and other government agencies.

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Physical Requirements: This is medium work requiring the exertion of 30 pounds of force occasionally, up to 20 pounds of force frequently, and up to 10 pounds of force constantly to move objects; work requires climbing, balancing, stooping, kneeling, crouching, reaching, standing, walking, pushing, pulling, lifting, full use of fingers, grasping, and repetitive motions; vocal communication is required for expressing or exchanging ideas by means of the spoken word; hearing is required to perceive information at normal spoken word levels; visual acuity is required for depth perception, color perception, peripheral vision, preparing and analyzing written or computer data, operation of motor vehicles or equipment, determining the accuracy and thoroughness of work, and observing general surroundings and activities; the worker may be subject to inside and outside environmental conditions, extreme cold, extreme heat, hazards, and atmospheric conditions.

Education and Experience: Must have graduated from an accredited four year university with a degree in Business Administration, Marketing, Public Administration, Economics or some other applicable degree; a Master's in Business Administration or Public Administration strongly preferred. A combination of experience and education may be considered.

Special Requirements: Possession of a valid driver's license in North Carolina.

Hiring Range: \$35,000-\$42,500

FLSA Status: Exempt

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