

Community Engagement Manager for charming Main Street community!

About the Opportunity

You will get to share your enthusiasm for Uptown Shelby through traditional and innovative marketing, reaching both locals and visitors to let them know about everything Uptown has to offer. You'll plan and execute events and promotions that will bring people to the district, build a sense of community, and drive traffic to Uptown businesses. Your enthusiasm and recruitment efforts will build a strong volunteer program of committed community members who believe in our mission and assist our organization with events and other projects.

Primary Responsibilities:

- Develop and execute a marketing plan to promote Uptown Shelby, our events, and our organization
- Manage our social media presence
- Plan and execute events
- Manage our volunteer program
- Work with the Promotions Committee
- Engage Uptown businesses
- Design promotional materials
- Update key internal & external resources to provide current information about events & businesses
- Solicit and manage corporate sponsors & partners

You will also assist the Executive Director in efforts to enhance the appearance, vitality, and economic growth of Uptown Shelby.

Who You Are

You are energetic, highly organized, and have no trouble managing the logistics of multiple projects simultaneously. You can work independently and as part of a team. You believe in our mission and believe that we can accomplish more together – as a staff and as a community – and you are excited to get volunteers on board to help us expand our capacity. You are willing to work some evenings, nights, and weekends for events and occasional meetings.

You think strategically, stay calm under pressure, and handle difficult situations tactfully. You are proficient & confident using a computer, smartphone, and key software/applications, such as Word, Excel, PowerPoint, Canva, Square, Facebook, and Instagram. You are willing to learn new skills and are committed to following through on communication and commitments.

Who We Are

The Uptown Shelby Association is an award-winning 501(c)(3) nonprofit that began 40 years ago as one of the first thirty Main Street® programs in the country. The Main Street Approach is a national framework for economic development in the context of historic preservation, and we are proud to be an accredited member of the National Main Street Center.

We work to facilitate collaboration & growth, enrich the Uptown experience, and promote the district in order to strengthen the community and enhance the quality of life. Our work includes marketing, placemaking, events, community partnerships, business development, and historic preservation. Recent events & projects include Strings on the Square, Seeds in Season farm-to-table dinners, monthly Storybook Strolls, large scale murals, and installing a painted piano on the sidewalk. In addition to event planning, this role will be responsible for evaluating our events, making improvements, and developing new concepts.

Our Uptown Shelby MSD is home to roughly 200 businesses, institutions, and attractions. More information about our organization is available at UptownShelby.com.

What We Offer

Competitive nonprofit compensation, based on experience, plus a generous benefits package, including:

- Health insurance
- Accrued Paid Time Off
- Retirement contribution
- Mileage reimbursement
- Nine (9) paid holidays throughout the year, plus an office closure Dec 24 – Jan 1

How to Apply

Email your resume and cover letter to jobs@uptownshelby.com. You are encouraged to highlight any education and/or experience in marketing, promotions, event planning, and volunteer management. Email jobs@uptownshelby.com to request a copy of the full job description. No phone calls, please.

The position is open until filled but please submit a cover letter and resume no later than Friday, November 12, 2021 to ensure consideration. Candidates will be subject to an interview and assessment process. The Uptown Shelby Association is an Equal Opportunity Employer.