

Mooresville Downtown Commission Events and Outreach Coordinator

20 Hours per Week Preferred

Mooresville Downtown Commission (MDC) Events and Outreach Coordinator pertains to businesses and MDC events that take place within the Municipal Service District (MSD).

The Events and Outreach Coordinator will plan, coordinate, and execute all MDC events in Downtown Mooresville including but not limited to: Shamrocks & Shenanigans, Uncorked & Artsy, Festival of Food Trucks, Candy Grab, Small Business Saturday, Sip & Shops, and Classic Christmas and MEETUP events. In addition, the coordinator will work with community partners and organizations that are holding events within the MSD as needed.

Events Coordinator will support events to keep Downtown Mooresville a destination for the community and increase customer traffic to local businesses. Event Planning includes but not limited to:

- Project lead for annual events, including street closures, required permits, etc.
- Engage and schedule entertainment, execute entertainment contracts
- Create and/or enhance MDC Volunteer Program
- Assist MDC Executive Director with securing sponsorships
- Follow-up thanks you to sponsors and volunteers
- Potentially survey event attendees if MDC is looking for public input

Mooresville Downtown Commission Office Duties to include:

- Create Board Member 'reference book' in a cloud format (MDC Board Member reference book)
- Assist with updating documents as needed (i.e., sponsorship packet, grant program, procedures, etc.)
- Assist in preparing:
 - for MDC Board Meetings, Committee Meetings, Planning Meetings, etc.
 - NC Main Street required documentation
 - NC Main Street awards, conference registrations, etc.

Downtown Mooresville Member Engagement & Outreach is designed to make person to person contact with existing and new businesses in Downtown Mooresville to include:

- Create and deliver 'welcome packages' for new businesses on how to engage, the MDC grant program, etc.
- Track business anniversaries for existing businesses and create a way to celebrate these milestones
- Liaison with downtown businesses regarding events and promotions

Position Requirements:

- Attend North Carolina Main Street Trainings and Conferences; some training is offered online.
- Attend MDC Committee meetings and all MDC Board of Director Meetings.
- Support the marketing team on Downtown Mooresville marketing and social media.
- Other related duties as required.

Required Job Skills:

- Strong organizational skills
- Effective communication and people skills
- Record keeping and preparation for meetings
- Strong computer and Microsoft Office skills
- Strong social media and content creation skills
- Ability to maintain confidentiality
- Must hold a valid Driver's License and possess a car that can be used for work purposes.

10/5/2023

Education and Experience Preferences:

Graduation from a 4-year college or university. A 2-year degree with a minimum of 2 years related work experience, preferably with a nonprofit organization, may substitute. Event, communication, marketing and/or public relations experience desirable. Familiarity of the area is a bonus.

Soft Skills:

1. Sound judgment and initiative are required in the performance of the work.
2. Extensive public contact is involved in facilitating promotional events and objectives and requires the ability to be tactful and courteous under pressure.
3. Ability to work without direct supervision in large event or a small office environment.
4. Must possess strong oral and written and verbal skills and the ability to speak to large audiences.
5. Work requires analysis and judgment in accomplishing diverse duties.
6. Work requires the exercise of independent thinking within the limits of guidelines, policies, standards, and precedents.

Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Employees are subject to hazards in event management work including working in inside and outside environments, in extreme hot and cold weather, noise, dust and fumes.
- Employees must have the stamina to work long hours and overtime, if assigned, and must be willing to work an irregular schedule, which may include weekends, holidays, evenings, and/or varying shifts.
- Must physically be able to kneel, crouch, reach, walk, run, lift, etc.
- Ideal employee will be familiar with the Downtown Mooresville and the NC Main Street Program

Measurable benchmarks will be successful events that are well attended, new business visits and engagement with existing businesses.

This is an hourly position; twenty hours per week is preferred although hours may vary.

The beginning pay for the position is TBD per hour.