



POSITION DESCRIPTION

Class Title: Administrative and Events Coordinator

Organization: Downtown Wytheville Incorporated

Date: Position description revised: September 15

GENERAL PURPOSE

The Administrative and Events Coordinator position will plan, lead, and execute events, place-making projects, and other special programs on behalf of Downtown Wytheville Inc. This position will also serve as administrative and direct support staff for the Executive Director and committee chairs of Downtown Wytheville Incorporated. Downtown Wytheville Inc, is a non-profit organization formed in January of 2014 and is comprised of dedicated community volunteers who work in partnership with the Town of Wytheville and other vested individuals, businesses and organizations to continue the mission to strengthen and revitalize the heart of our community. The most important characteristic of this person is a love of Wytheville and a true passion for our community as a whole. Our job is to better our community for our citizens the region and visitors alike.

SUPERVISION RECEIVED

Works under the direct supervision of the Executive Director of Downtown Wytheville Incorporated.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The Administrative and Events Coordinator will provide administrative support to the Executive Director and committee chairs for the organization's daily operations and various programs and projects including special events, grant administration, marketing, outreach communications, and economic incentive programs.

The Administrative and Events Coordinator will perform skilled administrative tasks that require proficiency with specific computer programs including but not limited to Microsoft Office suite, word press website, and internet applications. The Administrative and Events coordinator must possess excellent social media, marketing and promotional skills, must have strong organizational and strong self-motivational skills; must manage time effectively and possess excellent written and verbal communication skills. The Administrative and Events Coordinator position will require some evening and weekend hours. The Executive Director is responsible for setting the work schedule. The maximum hours for this position will not exceed 40 hours per week.

ESSENTIAL JOB DUTIES

- Perform clerical support duties; i.e. greet visitors, answer phones, take messages, send and answer e-mails.
- Maintain office files and work with HOPE Inc. on financial documents, transactions and reporting.
- Maintain events and appointments calendar for the Executive Director utilizing MS Outlook.
- Prepare, proof, and finalize various documents, including reports, newsletters, grant submissions and award applications, press releases, and presentations.
- Work with Executive Director and Treasurer to code invoices to appropriate projects or event budgets and communicate with Treasurer and bookkeeper regularly to ensure timely banking activity.

- Assist in creation, execution, and oversight of all downtown events and placemaking projects.
- Manage, maintain and increase Downtown Wytheville's volunteer pool and coordinate prior to events.
- Increase brand awareness of downtown Wytheville and promote downtown as a destination for dining, shopping, and memorable experiences.
- Coordinate print, TV, radio, and electronic advertising for events and programs.
- Oversee website development and maintenance and SEO strategy, including working with web firm and tracking and analyzing web traffic. Update the organization's website, including but not limited to calendar of events, individual event pages, PayPal and payment integration and up to date business information.
- Design and create social media marketing strategies and events that support our mission and vision.
- Tell downtown's story, and leverage support for the organization, including tracking and analyzing engagement.
- Update and assist in implementing the DTW annual partnership campaign program and retention of current partners.
- Develop and distribute downtown Wytheville e-newsletter and external communication pieces.
- Create and manage the development of annual publications that educate our community and support our local businesses partners.
- Maintain media lists and up to date contacts to promote events and special projects
- Coordinate graphic design projects and printing of downtown Wytheville promotional material (rack cards, event posters, logo development, etc.).
- Work with the Executive Director to administer the goals and objectives established through various subcommittees and Board of Directors to ensure that all are on track and goals and objectives are met.
- Work closely with the downtown merchants, business owners, property owners, town officials, and all others to implement Downtown Wytheville's mission, vision and goals.
- Maintain database files containing board members, committee members, stakeholders, volunteers, and press contacts utilizing MS Excel.
- Maintain mailing lists; prepare and distribute correspondence utilizing MailChimp and survey monkey platforms
- Develop and follow social media outreach and management plans utilizing various platforms such as Facebook and Instagram and track appropriate analytical data.
- Provide committee support through scheduling meeting space and preparing, gathering, and distributing of meeting materials. Transcribe accurate committee meeting minutes and maintain archived meeting documents.
- Collaborate with committee chairs regarding ongoing project needs.
- Track volunteer hours and other data for documenting in annual impact report
- Work with Executive Director to maintain accurate reporting for Virginia Main Street and Main Street America.
- Collect program evaluation information for use in annual impact reports and organizational improvement.
- Track incoming donations and sponsorships, preparing thank-you letters and e-mails, and ensuring appropriate documentation and recognition in accordance with Virginia Main Street and Main Street America reporting requirements.
- Oversee and process banner permit applications, maintain banner calendar, and communicate with public works personnel to coordinate installation and removal.
- Prepare new business and business recruitment packets per the Executive Director.
- Perform general office cleaning and upkeep as needed.
- Perform other duties assigned by the Executive Director.

EDUCATION AND EXPERIENCE

Graduation from a high school or GED equivalent required. Graduation from an accredited two- or four-year college is strongly preferred. Experience in event logistics, marketing, promotion and volunteer coordination. Administrative support and experience working with the general public is required. We are looking for an overall positive, goal oriented team player that fits well with the culture of our organization and that has an overall love for this community and our SWVA region.

NECESSARY KNOWLEDGE, SKILLS, AND ABILITIES

- Excellent written and verbal communication skills; ability to interface with town officials, board members, merchants, and volunteers
- Process oriented, problem solving, and analytical thinking
- Excellent word processing and proofreading skills
- Ability to perform complex duties displaying independent judgment, initiative, and creativity
- Willingness to work in a high paced environment and make decisions on the fly.
- Background in promotions, marketing, or communications
- Ability to prioritize and multi-task in high-demand situations
- Energetic and enthusiastic
- Ability to work both as part of a team and as a self-starter without excessive supervision.

SPECIAL REQUIREMENTS

The Administrative and Events Coordinator represents DTW on behalf of the Executive Director and Board of Directors in a variety of public and professional settings, including interactions with local officials and media. Therefore, a professional demeanor and previous administrative and executive support experience is preferred.

WORK ENVIRONMENT

The work environment characteristics described above 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. Partial telework options will be considered.

SELECTION GUIDELINES

Formal application, rating of education and experience, oral interview and reference check; job-related tests may be required.

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

Salary Range: Based on qualifications and experience. The maximum hours for this position will not exceed 40 hours per week and may include occasional evening and weekend hours. Applications packages are available at www.downtownwytheville.org and www.wytheville.org. Submit applications and resumes to human.resources@wytheville.org or mail to:

**Human Resources Director
Town of Wytheville
P.O. Box 533
Wytheville, VA 24382
276-223-3453 - fax
276-223-3321 – phone**

Applications will be received until position is filled.
Equal Opportunity Employer

Effective Date: Immediate
Most Recent Revision: September 19, 2022