



Office of the Town Manager
114. N Raiford Street
Selma, North Carolina 27576
Phone (919) 965-9841
www.selma-nc.com

Community Engagement Coordinator

General Statement of Duties

Performs professional public relations, business community outreach, and event facilitation in promoting a positive image of Selma. Responsible for public information and the overall implementation, including marketing, of special events/activities in Selma.

Distinguishing Features of the Class

An employee in this class is responsible for coordinating many aspects of the public relations strategy under the overall direction of the Parks and Rec Director. Key elements of the work include developing a positive public image for Selma and promoting Selma's development through marketing and promotion efforts, event facilitation and serving as an advocate for Selma businesses. An employee in this class must have a strong appreciation of the role of volunteers as well as the customs, traditions, and attributes of the life in the Selma community. The employee must possess knowledge of the issues confronting Selma business owners and tenants, property owners, public agencies, and community organizations. The employee must be entrepreneurial, energetic, imaginative, well organized, and capable of functioning effectively in an independent situation. Excellent verbal, written, and social media communication skills are essential. The employee must have the ability to establish and maintain effective working relationships with our community stakeholders. The employee will report directly to the Parks and Rec Director.

Duties and Responsibilities

Essential Duties and Tasks:

- Event coordinator for Railroad Days and Selma Latino Festival; solicits sponsors; prepares and monitors budgets.
- Serves as a communication link between the Town and community groups, officials, merchants, investors, and developers.
- Serves as Town Public Information Officer.
- Oversees and manages Social Media accounts and Town website.
- Facilitates cooperation with downtown organizations based on economic developmental initiatives.
- Provides hands-on involvement critical to a successful program.
- Develops and actively promotes the marketing brand for the Town of Selma.
- Assembles Town Newsletter and Quarterly magazine, coordinates with stakeholders to get final product produced.
- Educates Town stakeholders about revitalization efforts.
- Identifies areas of revitalization and develops implementation strategies.
- Assist other departments with event planning and coordination for the Town.

- Acts as a liaison between clients, the public, and operational departments prior to and during events.
- Solicits sponsors or other funding for Town projects.
- Acts as Liaison for Tourism Committee
- Maintains absolute confidentiality of work-related issues, customer records, and restricted Town information.

Additional Job Duties:

- Performs related duties as required.

Recruitment and Selection Guidelines

Knowledge, Skills, Abilities:

- Knowledge of economic development principles and practices
- Considerable knowledge of public relations principles and practices
- Considerable knowledge of social media
- Knowledge of the Main Street program
- Ability to work with downtown businesses, volunteer groups and committees, town staff, elected officials, and other economic development organizations.
- Ability to manage a budget and conduct research and write effective reports.
- Ability to communicate effectively orally and in writing.
- Ability to develop an effective marketing program.
- Ability to prioritize tasks in a fast-paced environment.

Physical Requirements:

- Must be able to perform the basic life operational skills reaching, talking, hearing, climbing, balancing, stooping, kneeling, and standing.
- Must be able to perform sedentary work, exerting up to 10 pounds of force occasionally and/or a negligible amount of force constantly to move objects.
- Must possess visual acuity to prepare and analyze data and figures, operate a computer terminal, and visual inspection of buildings and grounds.

Desirable Education and Experience:

- Graduation from a four-year college or university with a major in business administration, public administration, economic development, marketing, or public relations.
- Sound knowledge and experience in social media practices and marketing, including website facilitation.
- Managerial experience with staff and/or volunteers.

Special Requirements:

- Possession of a valid North Carolina Driver's License.
- Ability to work nights and weekends as needed for programming and events.

The salary for this position is \$39,637-\$61,401, which is a Grade 13. The position is open until filled.

The Town of Selma's Application for Employment may be downloaded from the link <https://selma-nc.com/wp-content/uploads/2020/06/employment-application-3-13-2019.pdf>. The selected applicant will be required to complete a background investigation, pass a pre-employment physical and a drug-screening test. Applicants may submit a resume; *however, resumes are not accepted in lieu of a completed employment application.* It is preferred that all completed and signed Employment Applications be submitted via email to lblanton@selma-nc.com. Other acceptable methods of receipt are via hand delivery or U.S. Mail to the attention of Leigh Ann Blanton, HR Director, Town of Selma, 114 N. Raiford St., Selma, NC, 27576. Should you have any questions, please contact Leigh Ann Blanton either by email or phone (919) 965-9841, Ext 1005. The Town of Selma is an EEO/M-F/AA/ADA/Drug-Free Employer.

As required by law, the Town of Selma participates with E-Verify to determine legal employment eligibility status.