

COMMUNITY ENHANCEMENT PROGRAM MANAGER (PART-TIME)

General Job Description

Performs challenging administrative work coordinating the planning and organizing of the Program for the Town utilizing the Four Point Main Street Approach strategy, recruiting and training volunteers, creating marketing materials, identifying and applying for grants, building community support, encouraging tourism, acts as the staff liaison with the Cape Charles Community Enhancement Board of Directors, and other related work as apparent or as assigned. Work is performed under the limited supervision of the town manager and the Community Enhancement Board of Directors.

Qualification Requirements

To perform this job successfully, an individual must be able to perform each essential function satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable an individual with disabilities to perform the essential function.

Essential Functions

- Coordinates the planning and organizing of promotional events and activities; determines event requirements; negotiates contracts with vendors; determines volunteer staffing requirements.
- Creates and/or coordinates marketing campaign for events; develops brochures, signage, and other promotional materials.
- Solicits volunteers to support promotional events; trains volunteers in their responsibilities.
- Researches and applies for grants to promote the town and fund events and encourage tourism; maintains grant records; prepares reports.
- Attends service club meetings to engage the groups in supporting the community and promote town enhancement activities.
- Attends Cape Charles Community Enhancement Board meetings to facilitate board discussions.
- Maintains the CapeCharlesbytheBay.com website and other appropriate social media mediums.

Knowledge, Skills and Abilities

Thorough knowledge of methods, approaches and procedures involved in the event promotion, thorough knowledge of social media outlets; thorough knowledge of website content update; general knowledge of advertising practices and methods; general knowledge of grants research and application processes; ability to develop and implement promotional programs; ability to communicate effectively orally and in writing; ability to understand and review vendor contracts for service; ability to plan and supervise the work of volunteers; ability to establish and maintain effective working relationships with associates, elected officials, volunteer groups, and the general public.

Education and Experience

Associates/Technical degree with coursework in marketing or related field and moderate experience in events management and promotion, marketing, or equivalent combination of education and experience.

Special Requirements

- Valid driver's license in the Commonwealth of Virginia.
- Must pass a drug test, driver's license check, criminal history check and social security verification.
- Must have a personal vehicle for travelling between locations.

Physical Requirements

This work requires the occasional exertion of up to 10 pounds of force; work regularly requires sitting, speaking or hearing and using hands to finger, handle or feel, frequently requires reaching with hands and arms and repetitive motions and occasionally requires standing, walking, stooping, kneeling, crouching or crawling and lifting; work requires close vision and ability to adjust focus; 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 and to receive detailed information through oral communications and/or to make fine distinctions in sound; work requires preparing and analyzing written or computer data, operating machines and observing general surroundings and activities; work has no exposure to environmental conditions; work is generally in a moderately noisy location (e.g. business office, light traffic).