



DOWNTOWN & TOURISM DEVELOPMENT COORDINATOR POSITION DESCRIPTION

Position Summary:

This position is responsible for coordinating the daily operations of Thomasville's downtown Main Street program and Tourism initiatives. With a high level of focus to the community's historic preservation and economic development efforts, the Downtown & Tourism Development Coordinator is the first point of contact for inquiries related to Downtown Thomasville and our Tourist attractions, working closely with the Main Street and Tourism Managers to ensure all downtown and tourism initiatives are successful to support economic vitality.

Essential Duties

Participates in and assists with the execution of the Main Street plan of work, marketing and advertising plan and other key initiatives that are developed for the purpose of encouraging economic vitality in the downtown business district.

Maintains monthly statistical reports related to downtown development, to include new downtown businesses, jobs created, dollars invested, and records of all activities in the downtown business district.

Responsible for keeping downtown looking its very best, serving as point of contact with downtown Public Works and Solid Waste crew to maintain the appearance of all downtown areas. Creates work orders to address any issues that need attention in the downtown business district. Coordinates seasonal decorations and signage in the downtown area.

Assists Manager in developing, implementing, and distributing marketing materials related to downtown & community special events or initiatives, ensuring that downtown business owners, tourist attractions, community partners and stakeholders receive timely and accurate communication. Creates merchant memos, merchant surveys and other communications initiatives as needed to ensure accurate information is communicated to merchants, attractions, and other participants.

Updates and maintains Welcome Packets and other business development information for new businesses downtown. Coordinates ribbon cuttings for new businesses.

Maintains current contact information for all downtown businesses. Also maintains contact information for other community partners and tourism attractions.

Maintains Downtown Dollars program including registering new businesses for the program, while also maintaining current participant list and monitoring inventory.

Maintains downtown directional signs and ensures all signage is accurate. Coordinates downtown pole and circle banner program.

Manages the downtown commemorative bench program, including ordering benches, ensuring recognition plaques are correct and coordinating installation of benches.

Preserves press articles related to Downtown & Tourism published in area publications.

Participates in monthly board meetings for the Main Street Advisory Board (MSAB), Downtown Development Authority (DDA) and Destination Thomasville Tourism Authority (DTTA) by assisting with meeting schedules, distributing meeting notifications and agendas, and taking accurate minutes for board approval.

Serves as the first point of contact for incoming Main Street/DDA/DTTA/Events calls to the Downtown & Tourism Development office.

Contributes ideas for marketing initiatives, including print and video advertising, collateral material, social media content and website information. Performs social media updates and Visit Thomasville initiatives, including but not limited to This Week In Thomasville newsletter.

Participates in the planning and coordination of downtown events and other Citywide special events, including working these events (weekends and after hours, as needed).

Knowledge, Skills and Talents

1. Highly effective written and verbal communication skills
2. Exceptional organizational skills
3. Ability to manage multiple projects and meet deadlines
4. Marketing knowledge and/or graphic design skills are desired
5. Ability to work independently and as a team member
6. Extraordinary people skills
7. Active involvement in community and civic programs and events
8. Bachelor's degree in marketing, communications, public relations, or a closely related field is preferred with one to two years experience in marketing or public relations work; or any combination of education, training and experience which provides the required skills and knowledge.

Physical/Environmental Requirements

Mobility to work in typical office settings using standard office equipment, ability to drive and some lifting of boxes weighing approximately 30# is required. In addition, vision to read printed materials and computer screen and hearing and speech to communicate in person or over the telephone.

Limitations And Disclaimer

The above job description is meant to describe the general nature and level of work being performed; it is not intended to be construed as an exhaustive list of all responsibilities, duties and skills required for the position.

All job requirements are subject to possible modification to reasonably accommodate individuals with disabilities. Some requirements may exclude individuals who pose a direct threat or significant risk to the health and safety of themselves or other employees.

This job description in no way states or implies that these are the only duties to be performed by the employee occupying this position. Employees will be required to follow any other job-related instructions and to perform other job-related duties requested by their supervisor in compliance with Federal and State Laws.

Requirements are representative of minimum levels of knowledge, skills and/or abilities. To perform this job successfully, the employee must possess the abilities or aptitudes to perform each duty proficiently. Continued employment remains on an "at-will" basis.