



Town of Valdese

ASSISTANT COMMUNITY AFFAIRS DIRECTOR

I. General Statement of Duties

Performs difficult administrative and clerical work in planning and managing Old Rock School. Performs professional marketing work to promote Town sponsored events, downtown Valdese, community events and activities. Employee performs the duties of Community Affairs Director in their absence.

II. Distinguishing Features of the Class

An employee in this class serves as the primary support position for the Community Affairs Director. Employee assists with the promotion of touring shows and scheduling, negotiates center rentals. Performs marketing of Valdese through a variety of cultural and entertainment events. Work involves assisting with facility maintenance; provision of technical support for shows and rentals in terms of lighting, sound and multi-media; box office ticketing and sales; and general office management. Work also includes assisting with supervision of volunteers, departmental operations, budgeting, and coordination with a variety of community groups involved in cultural arts, theatre arts, downtown merchants; and fundraising. Work is performed under the general direction of the Community Affairs Director and is reviewed for the quality of programming and performances, effective marketing of shows and facilities, and general community reputation.

III. Duties and Responsibilities

Essential Duties and Tasks

- Provides information, coordination and support to a variety of community groups including the community theatre group, downtown merchants, tourism staff and businesses, historic groups, and others.
- Works with the department director to create, disseminate public service announcements; ensures that accurate and prompt information is shared. Creates informative materials, CodeRED messages, and special announcements.
- Assists with the organization of day trips for visitor groups. Works to facilitate day trip activities, payments, promotions and group guidance.
- Promotes event series, outdoor concerts, festivals, and other special events; designs marketing deliverables for newspaper, radio, and promotional campaigns; creates posters, flyers, and season brochures; assists various attractions, organizations and local businesses with special promotions.
- Assists with the coordination of Town events at Old Rock School and outdoor events including but not limited to the Waldensian Festival, Independence Day Celebration, Family Friday Nights Summer Concert Series, Treats in the Streets, Christmas events, and craft shows.
- Manages ticketing and box office procedures and operations; manages event operations as directed by Community Affairs Director.
- Creates and disseminates sponsorship packages for fund-raising.
- Oversees public rentals for Community Affairs managed facilities; ensures proper set up of rooms and equipment; markets facilities; liaison with clients.
- Coordinates with maintenance staff and part-time staff for event setup needs including public rentals, town sponsored events and other special occasions as directed by Community Affairs Director.
- Coordinates and serves as Town liaison for Valdese Youth Council. Coordinates special events to encourage community youth involvement in Town sponsored events and programs.
- Assists with the success of productions held at Old Rock School, including "front of the house" backstage, volunteers, and other areas; ensures technical coordination through subordinate staff including lighting, sound, multi-media productions and equipment.
- Participates in meetings, workshops, and seminars for the purpose of conveying and gathering information required to perform functions.
- Serves as the facility manager in the absence of the Community Affairs Director and works with event coordinators

at the venue, prior, during and after the event to ensure quality customer service and that all needs of the event are met to the best of the department's ability.

Additional Job Duties

- Performs related duties as required.

IV. Recruitment and Selection Guidelines

Knowledge, Skills, and Abilities

- Knowledge of theatre and performing arts.
- Knowledge of economic development, including strategies for business recruitment, real estate research, and creation and retention of relationships with building owners to ensure a vibrant downtown.
- Knowledge of the application of information technology for technical productions, conference center media, box office operations and general record keeping.
- Skill in marketing of cultural, historic, tourism and entertainment events utilizing various media including website maintenance, various social media platforms, and graphic design.
- Skill in providing superior customer service to the public, event coordinators, building tenants, local organizations, and government officials.
- Ability to accurately collect, deposit and invoice for leases, public rentals, vendor fees, and other revenues received by the department.
- Ability to establish and maintain effective working relationships with various community organizations and groups, elected officials, other managers, employees and the general public.
- Ability to make interesting and effective public presentations.
- Ability to be innovative and creative in designing and obtaining programs, funding, and marketing.
- Ability to plan and coordinate the work of temporary, volunteers, or paid workers and provide motivation and leadership.
- Ability to express ideas and communicate effectively in oral and written forms.
- Ability to deal tactfully, firmly, courteously with the public, establish and maintain effective working relationships with other employees, supervisors, and the general public.
- Ability to support department staff with outdoor events when necessary; including but not limited to: the Waldensian Festival, Independence Day Celebration, Family Friday Nights Summer Concert Series, Treats in the Streets, Christmas events, and craft shows.

Physical Requirements

- Must be able to perform the basic life operational skills of climbing, stooping, kneeling, crouching, reaching, standing, walking, fingering, grasping, talking, hearing and repetitive motions.
- Must be able to perform medium work. Exerting up to 50 pounds of force occasionally, and/or up to 20 pounds of force frequently, and/or up to 10 pounds of force constantly to lift objects.
- Must possess the visual acuity to work with data and figures, operate a computer and other machines, distinguish colors, and read extensively.

Desirable Education and Experience

- Graduation from a two-year college or university with a degree in theatre arts, business, public administration, urban planning, marketing, or related field and considerable experience in a progressively responsible nature, including some supervisory experience; or an equivalent combination of education and experience.

V. Disclaimer

This classification specification has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees to perform the job. The Town of Valdese reserves the right to assign or otherwise modify the duties assigned to this classification.

VI. FLSA Status

This position is non-exempt.