

MAIN STREET PROGRAM COORDINATOR

General Statement of Duties

Performs professional, administrative, and managerial duties in planning, developing, and executing the Town of Rutherfordton's Main Street Program and related community and economic development initiatives.

This is a foundational position responsible for implementing the Town's 2025 Action Plan and advancing future strategies for economic success. The Coordinator manages downtown revitalization, business support programs, community events, and cultural programming, including collaborative work on the Bechtler House with the Town's PARC Department. The role is designed to strengthen downtown vitality while extending resources and programs across the community.

Distinguishing Features of the Class

An employee in this class performs a wide variety of professional and promotional duties focused on small business development, tourism, and community engagement. The Coordinator serves as the liaison to downtown businesses and civic partners, implements the Four Points of the North Carolina Main Street Program (Organization, Design, Promotion, and Economic Vitality), and ensures program alignment with local and regional goals.

The employee works closely with the RTR Board of Directors to ensure program priorities reflect community and business input while maintaining Town oversight through the Town Manager. The Coordinator coordinates daily operations, events, and economic initiatives with Town leadership, develops short-term programming and long-range strategies, administers grant programs, and builds partnerships that expand opportunities for business growth and community participation.

This position requires significant public engagement and collaborative work with businesses, nonprofits, civic groups, county and regional economic development agencies, and residents. The Coordinator is evaluated through reports, community feedback, and conferences with the Town Manager and RTR Board.

Duties and Responsibilities

Essential Duties and Tasks

- **Strategic Leadership & Planning**
 - Implement the North Carolina Main Street Program, aligning goals with the Town's 2025 Action Plan, future economic strategies, and RTR guidance.
 - Develop annual workplans and benchmarks in collaboration with RTR and Town leadership, incorporating RTR input to ensure community and business priorities are represented.
 - Coordinate with regional partners to strengthen tourism and business development opportunities.

- **Program Development & Community Engagement**
 - Organize and promote community events, cultural activities, and business workshops.
 - Partner with the PARC Department to design and deliver Bechtler House programming as a cultural and tourism asset.
 - Provide technical assistance, mentorship, and microgrant support to small businesses and entrepreneurs.
 - Build volunteer and business networks that expand community participation.
- **Operations & Economic Development**
 - Serve as primary liaison to downtown businesses and property owners.
 - Support marketing, digital adoption, and sustainability initiatives for small businesses.
 - Track performance measures and outcomes for grant compliance and program improvement.
 - Administer small business assistance and recovery programs, particularly those impacted by natural disasters.
- **Financial Stewardship**
 - Assist in preparing budgets for RTR programming and town-aligned Main Street activities.
 - Manage and report on grant-funded projects, including ARC READY G2G Initiative deliverables.
 - Seek sponsorships and external funding opportunities to support Main Street programming.
- **Public Relations & Outreach**
 - Maintain communications through newsletters, business spotlights, social media, and website updates.
 - Promote Rutherfordton as a destination for tourism, business, and cultural engagement.
 - Represent the Town and RTR at state and regional Main Street trainings, conferences, and workshops.

Additional Job Duties

- Perform related duties as assigned by the Town Manager or RTR Board.
- Respond to community needs, including occasional evening, weekend, and holiday work.

Knowledge, Skills, and Abilities

- Considerable knowledge of downtown revitalization principles and Main Street Program practices.
- Understanding of small business support, entrepreneurship, tourism development, and cultural programming.
- Ability to foster strong relationships with business owners, nonprofits, civic groups, and regional partners.
- Excellent organizational, analytical, and project management skills.

- Strong communication and public speaking abilities.
- Familiarity with grant administration, budgeting, and financial reporting.
- Proficiency in Microsoft Office, digital marketing tools, and social media platforms.
- Creativity and innovation in program development and event planning.

Physical Requirements

- Must be able to perform light to medium work, including lifting up to 25 lbs. occasionally.
- Requires standing, walking, bending, and repetitive motions during events and community programming.
- Visual acuity required for reading, computer use, driving, and event oversight.
- Work involves both indoor office settings and outdoor event environments, occasionally in adverse weather.

Desirable Education and Experience

- Bachelor's degree in Business Administration, Marketing, Public Administration, or related field preferred.
- Minimum of three years of progressive experience in community development, downtown revitalization, or small business support.
- Training or certification in Main Street Program management (NC Main Street) or similar is preferred or must be obtained after hire.
- Equivalent combinations of education and experience may be considered.

Special Requirements

- Possession of a valid North Carolina driver's license.
- Ability to work evenings, weekends, and holidays as needed to support events and programming.

Background Check Requirement: As required by North Carolina law (Session Law 2025-16), applicants for positions whose duties include working with children must successfully complete a fingerprint-based state and national criminal history record check conducted by the North Carolina State Bureau of Investigation (SBI). A conditional offer of employment will be extended pending the successful completion of this check. Employment is contingent upon satisfactory results. (Effective October 1, 2025.)