

Job Announcement

Position Title: Main Street Program Coordinator

Department: Administration / Rutherford Town Rising Partnership

Reports To: Town Manager & Rutherford Town Rising (RTR) Board of Directors

Salary Range: \$55,545 – \$64,545, commensurate with experience

FLSA Status: Exempt

Application Deadline: Open until filled

Position Summary

The Town of Rutherfordton, in partnership with Rutherford Town Rising (RTR), is seeking a highly motivated and community-driven professional to serve as the Main Street Program Coordinator. This new full-time position, funded through the Appalachian Regional Commission's READY Grants to Grow Initiative, will lead efforts to strengthen the economic vitality, cultural vibrancy, and community engagement of downtown Rutherfordton while supporting broader initiatives throughout the community.

The Coordinator will work closely with Town leadership, the RTR Board, small businesses, and civic partners to implement the 2025 Town Action Plan and advance future strategies for long-term economic success. Key responsibilities include supporting small businesses, expanding community events, strengthening tourism and cultural programming, and ensuring effective delivery of information and resources to residents and visitors.

This is a grant-funded role with the full commitment of the Town of Rutherfordton and RTR to sustain the position long-term as a permanent part of the Town's economic development strategy.

Essential Duties and Responsibilities

- Lead implementation of the North Carolina Main Street Program, using the Four Points approach (Organization, Promotion, Design, and Economic Vitality), in alignment with both Town and RTR priorities.
- Serve as a liaison to the downtown business community and advocate for business success across the town, incorporating feedback from RTR and other community partners.
- Partner with Town staff (Town Manager, Community Services Director, Public Works Director, PARC Director, and others) to plan and deliver events, workshops, and economic development initiatives.
- Develop and execute annual workplans in collaboration with RTR, aligning with grant goals, the 2025 Action Plan, and future economic strategies, ensuring RTR guidance is incorporated.
- Coordinate and promote community events that strengthen tourism, cultural activity, and local pride.
- Provide technical assistance and mentorship to small businesses and entrepreneurs, including support for digital tools, marketing, and microgrant programs.

- Collaborate with the PARC Department to design and deliver Bechtler House programming, leveraging this historic site as a tourism and cultural anchor.
- Strengthen communications and outreach through newsletters, social media, and other channels.
- Maintain reporting and accountability measures required by the ARC READY grant, NC Main Street Program, and RTR.

Required Knowledge, Skills, and Abilities

- Strong knowledge of downtown revitalization, community development, or small business support.
- Excellent communication, collaboration, and interpersonal skills.
- Ability to manage projects, events, and multiple deadlines effectively.
- Strong organizational and problem-solving skills.
- Proficiency with Microsoft Office, digital marketing, and social media platforms.
- Experience in business development, economic development, or tourism marketing preferred.

Education and Experience

- Bachelor's degree in Business, Marketing, Public Administration, or a related field (or equivalent experience).
- Minimum of 3 years of progressive experience in community development, downtown revitalization, or small business support.
- Completion of or willingness to complete North Carolina Main Street training and conferences.

Why Work for Rutherfordton

- **Shaping the Future:** Lead the implementation of the Town's 2025 Action Plan and set the foundation for future growth.
- **Community Impact:** Support local businesses, foster cultural programming, and strengthen tourism.
- **Collaborative Opportunity:** Work at the intersection of local government and community-driven economic development. Implement Town initiatives while actively collaborating with the RTR Board to ensure downtown priorities reflect the needs of local businesses, residents, and community partners
- **Vibrant Small Town:** Historic downtown, growing recreation amenities, and cultural landmarks like the Bechtler House provide a strong platform for success.

The Town of Rutherfordton offers a comprehensive benefits package designed to support your health, retirement, and work-life balance:

- Medical, dental, vision, and life insurance coverage
- Participation in the North Carolina Local Government Retirement System (NCLGERS)
- 5% employer contribution to 401(k) plan
- 13 paid holidays per year
- Sick and vacation leave accrual, with transfer of sick time for current NCLGERS employees

- Compensatory time accrual for eligible hours
- Town-provided cell phone
- Additional employee benefits and wellness opportunities

Physical Requirements

- Must be able to perform light to medium work, including lifting up to 25 pounds occasionally.
- Ability to stand, walk, and perform repetitive motions while participating in events and community programs.
- Visual acuity necessary for reading reports, analyzing data, and safe operation of vehicles.

To Apply

Submit your resume, cover letter, and references to:
Town of Rutherfordton, Attn: Doug Barrick, Town Manager
129 N. Main Street
Rutherfordton, NC 28139
First review of applications begins: October 23, 2025

