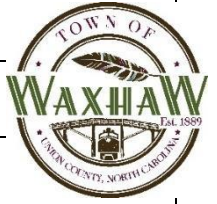


# BUSINESS DEVELOPMENT COORDINATOR



**DEPARTMENT:** Business Development

**REPORTS TO:** Business Development Director

**POSITION TYPE:** Full-time

**RANGE:** \$50,713 – 76,069

**FLSA STATUS:** Non-exempt

The following is intended to represent only the key areas of responsibilities; specific position assignments will vary depending on the business needs of the department.

**GENERAL DESCRIPTION:** The Town of Waxhaw is seeking a dynamic and adaptable professional to support downtown revitalization, small business engagement, and economic development initiatives.

This position plays a key role in implementing Waxhaw’s Main Street Program in partnership with the Downtown Waxhaw Association, supporting communications, stakeholder coordination, and program execution across a fast-paced and highly collaborative downtown environment. The Coordinator is trusted to take ownership of work and move projects forward in an evolving setting.

This role requires someone who is organized, proactive, and comfortable navigating multiple priorities, personalities, and projects. The ideal candidate is a strong communicator, relationship-builder, and self-starter who takes initiative and carries projects from concept through completion.

## ESSENTIAL FUNCTIONS/TYPICAL TASKS:

### Downtown Program & Stakeholder Coordination

- Serve as a primary point of contact for downtown businesses, property owners, and community stakeholders
- Build and maintain strong relationships across a diverse group of partners including business owners, volunteers, nonprofit organizations, and Town departments
- Support downtown business retention efforts by connecting businesses to resources, programs, and opportunities
- Assist with coordination of downtown initiatives, meetings, and stakeholder communications

### Communications & Marketing

- Manage and grow downtown communication platforms including website, social media, and email newsletters
- Create content to promote downtown businesses, events, and initiatives
- Coordinate messaging between the Town, Downtown Waxhaw Association, and downtown stakeholders
- Track engagement and recommend improvements to communication strategies

### Main Street Program Support

- Assist in implementation of the Main Street Four-Point Approach (Organization, Promotion, Design, Economic Vitality)
- Support volunteer committees (“Action Teams”) with meeting coordination and project execution
- Help track program metrics, data, and reporting for local, state, and national Main Street requirements

### Events & Promotions

- Support planning and execution of downtown promotions and events designed to drive foot traffic and support local businesses
- Coordinate with Town departments and partners to ensure smooth event logistics and communication
- Assist with on-site event support, including occasional evenings and weekends

### **Administrative & Operational Support**

- Assist with budgets, invoices, purchase orders, and program tracking
- Maintain organized records of businesses, contacts, and downtown activity
- Support day-to-day operations of the Downtown Waxhaw Association

### **KNOWLEDGE, SKILLS, AND ABILITIES:**

#### **Communication & Relationship Building**

- Strong written and verbal communication skills
- High emotional intelligence and ability to work effectively with a wide range of personalities and stakeholders
- Comfortable in public-facing roles and community interaction

#### **Organization, Initiative & Execution**

- Strong organizational and project management skills
- Ability to manage multiple priorities and follow through on commitments
- Takes initiative and moves projects from concept to completion
- Ability to translate ideas and discussions into clear, actionable next steps

#### **Adaptability & Work Style**

- Ability to navigate ambiguity and operate effectively in a fast-moving environment
- Comfortable working both independently and collaboratively

#### **Technical & Creative Skills**

- Experience with social media, content creation, and basic graphic design
- Familiarity with digital tools such as Canva, email marketing platforms, or website systems is a plus

#### **Community & Business Awareness**

- Understanding of small business needs, customer experience, or downtown/community development is preferred

**PHYSICAL REQUIREMENTS:** This position requires a combination of office and field-based work in a downtown environment. Duties may include standing, walking, bending, lifting, and assisting with event setup and coordination. The employee must be able to lift and carry materials up to 30 pounds with or without assistance. Work may occur in varying weather conditions, including heat and cold. Reasonable accommodations may be made to enable individuals to perform the essential functions of the position.

**EDUCATION AND EXPERIENCE:** Bachelor's degree is preferred. Equivalent experience will be strongly considered. 3–5+ years of relevant professional experience is preferred. Candidates with demonstrated experience in communications, marketing, economic development, nonprofit work, small business support, or downtown/Main Street programs are encouraged to apply.

#### **SPECIAL REQUIREMENTS:**

- Valid driver's license
- Ability to work occasional evenings and weekends
- Ability to work both in an office setting and in a downtown environment
- Final applicant subject to pre-employment drug screening and background check.

**BENEFITS:** 5% 401k Contribution; NCLGRS Enrollment; Paid Medical, Dental, Vision, Disability, Life Insurance Policy; PTO; Tuition Assistance, Wellness Program and more.

**CLOSING DATE:** Open Until Filled

**CONTACT AND SUBMITTAL INFORMATION**

**ONLINE (PREFERRED):** Complete application, upload resume and cover letter at [www.waxhaw.com](http://www.waxhaw.com)

**EMAIL:** [hr@waxhaw.com](mailto:hr@waxhaw.com)

**HAND DELIVERY:** 4218 Waxhaw-Marvin Rd, Waxhaw, NC 28173

**MAIL:**

Human Resources

PO Box 6

Waxhaw, NC 28173

**TELEPHONE:** 704-843-2195 ext. 269 or 297

**Waxhaw is an Equal Opportunity Employer.**

**We invite you to join our team!**