

## PROGRAM SUPPORT SPECIALIST

### General Statement of Duties

A Program Support Specialist is responsible for assisting in Town events, programs and rentals and marketing for the Town of Shallotte under direct supervision of the Events & Outreach Coordinator.

### Distinguishing Features of the Class

An employee in this class is responsible in assisting the Events & Outreach Coordinator with events coordination, media presence and Town facility rentals. The role is designed to assist in maintaining an effective web site, social media presence, and accurate and timely information to the public utilizing an array of media. In addition, the employee assists in coordinating and executing various community events and activities such as a weekly summer farmers market, concerts and movies, festivals, holiday events and any town related function. Work requires considerable planning, coordination with Events & Outreach Coordinator and Town Staff. The job also requires duties completed in a timely manner, strong public information skills, problem solving, technology skills, and creativity. Employee must exercise independent judgment and simultaneously must consider financial, socio-economic, legal and regulatory variables as they affect the Town. Work is performed under direct general supervision of the Events & Outreach Coordinator and is evaluated through conferences, reports and results.

### Duties and Responsibilities

#### Essential Duties and Tasks

Assists in organizing, coordinating and executing a variety of Town events and activities including a weekly summer farmers market, concerts, movies, holiday events, parades, festivals, etc.

Provides excellent customer service in the execution of Town-sponsored programs, projects and special events. Assists with public outreach and publicity activities for the Town, creates and distributes promotional materials.

Assists in general office tasks as necessary including answering phone calls, helping at front desk, and any other daily tasks. Monitors facilities in the absence of Event & Outreach Coordinator and enforces rules and guidelines.

Assists in scheduling rental facilities for parties and events with the public; coordinates with renter regarding facility rules, fees, deposits amounts, key pick up and other details; assists in monitoring facilities for cleanliness and appearance; maintains calendar of events at facilities and for staffing requirements; coordinates with staff for after hours and weekend work requirements.

Assists with the Mulberry Park Community Garden including rentals, keys, fees, addresses problems, budget needs, etc.

Ability to work after hours and weekends throughout the year. Assists in Streets Department when needed such as Holiday Decorations on Town Property.

### Recruitment and Selection Guidelines

#### Knowledge, Skills, and Abilities

Considerable knowledge of principles, practices and processes involved in event planning.

Considerable knowledge of marketing and use of social media.

Considerable knowledge of the principles and practices of web site design and administration, design of press releases, and emergency communications.

Skill in collaborative conflict resolution, meeting facilitation, internal and external customer service excellence, teamwork, and public speaking.

Assist in organizing large events and coordinating with multiple vendors and volunteers.

Ability to establish and meet effective work priorities, organize work for efficient processing, and meet established deadlines.

Ability to communicate effectively in oral and written forms.

Ability to establish and maintain effective working relationships with business executives and owners or representatives, public officials at the local, state and federal levels, contractors, community leaders and organizations, other department heads, supervisors and other employees.

#### Physical Requirements

Must be able to physically perform the basic life operational functions of stooping, kneeling, crouching, reaching, standing, walking, lifting, fingerings, grasping, talking, and hearing.

Must be able to perform sedentary working exerting up to 20 pounds of force frequently or constantly to move objects.

Must possess the visual acuity to prepare and analyze data, examine and work with maps, charts, and detailed materials, operate a computer, inspect sites, use measuring devices, to figure computations, and to ready extensively.

#### Desired Education and Experience

Graduation from High School Preferred experience or courses completed in events, parks and recreation, marketing, public administration, business, planning, or related field; or an equivalent combination of education and experience.

#### Special Requirement

Possession of a valid NC Driver's License