

Job Title: Community Engagement Coordinator
Organization: Uptown Shelby Association (USA)
Location: Shelby, North Carolina
Reports To: Executive Director



About the Organization

The Uptown Shelby Association is an Accredited North Carolina Main Street Program dedicated to revitalizing and promoting Uptown Shelby through the Four-Point Main Street Approach—Organization, Promotion, Design, and Economic Vitality. We partner with local businesses, nonprofits, residents, and civic leaders to preserve historic character and foster vibrant growth.

Position Summary

The Community Engagement Coordinator for the Uptown Shelby Association, an Accredited North Carolina Main Street Program, is responsible for encouraging meaningful community involvement in the revitalization and economic growth of Uptown Shelby. This role focuses on building strong partnerships with residents, businesses, nonprofits, and civic groups to enhance public participation, promote events, and support the identity, vitality, and historic character of Uptown Shelby. Working under the supervision of the Executive Director, the Community Engagement Coordinator's responsibilities include marketing and promoting Uptown, planning events, and managing volunteers. Additionally, this position will support initiatives aimed at enhancing the appearance and economic vitality of Uptown Shelby. Through traditional and innovative marketing, you will share your enthusiasm for Uptown Shelby with both locals and visitors, showcasing everything the area has to offer. You will plan and execute events and promotions that attract people to the district, foster a sense of community, and drive traffic to Uptown businesses. Your passion and recruitment efforts will help build a strong volunteer program comprised of committed community members who support our mission and assist with events and other projects.

Key Responsibilities

Community Engagement & Outreach

- Serve as a professional representative of Uptown Shelby at public events, civic meetings, and business functions.
- Develop and implement strategies to engage residents, businesses, civic groups, and nonprofits.
- Track engagement metrics and community feedback to inform future programming.
- Cultivate and maintain strong relationships with stakeholders, government officials, sponsors, and the public.
- Support the Promotions Committee and assist in corporate sponsorship engagement.
- Collaborate with Main Street committees following the Four-Point Approach®.

Marketing & Communications

- Develop and execute a marketing plan to promote Uptown Shelby, its events, and initiatives.
- Manage Uptown Shelby's digital presence, including the website, social media platforms, and email newsletters.
- Create and distribute content such as press releases, social media posts, and promotional materials.
- Maintain consistent branding and messaging across all communication channels.

Event Management

- Plan, manage, and execute Uptown events that drive community engagement and support local businesses.
- Lead volunteer recruitment, training, management, and recognition efforts.
- Coordinate logistics for events, including permits, vendor and sponsor communication, and day-of operations.
- Support signature events such as Second Saturdays, Seeds in Season, Shop Small Saturday, the Christmas Tree Lighting, and the Christmas Parade.

Administrative Support

- Assist with daily office operations, file management, scheduling, and organizational tasks.
- Perform other duties as assigned by the Executive Director or Board of Directors.

Qualifications

- Bachelor's degree in Community Development, Public Administration, Communications, Marketing, or a related field, or an equivalent combination of education and relevant professional experience. An associate's degree with substantial related experience will also be considered.
- Minimum of 2 years' experience in community engagement, nonprofit work, event planning, or downtown development.
- Familiarity with the Main Street Four-Point Approach® and a strong interest in downtown revitalization.
- Local knowledge of Cleveland County and its communities is preferred but not required.

Skills & Knowledge

- Exceptional written and verbal communication skills, including public speaking.
- Organizational and time-management skills with the ability to manage multiple projects simultaneously.
- Demonstrated ability to build relationships and work collaboratively with diverse community stakeholders.
- Proficiency in social media management and content creation (Facebook, Instagram, TikTok, etc.).
- Experience with digital marketing tools including Canva, Adobe Creative Suite, MailChimp, and Wix.
- Working knowledge of event planning, volunteer coordination, and basic graphic design.
- Ability to remain calm under pressure and demonstrate diplomacy in challenging situations.
- Strong customer service and people skills, with attention to detail.
- Comfortable standing for extended periods and lifting up to 25 lbs. during events.

Work Schedule & Conditions

- Standard hours: Monday–Friday, 9:00 a.m. to 5:00 p.m.
- Evening, night, and weekend work is required for events and meetings.

Salary: Salary equivalent to experience

Benefits: The Uptown Shelby Association offers a generous benefits package, including:

- Health insurance
- Accrued paid time off
- Employer retirement contribution
- Ten (10) paid holidays throughout the year, plus an office closure from December 23-January 2.
- Professional development opportunities, including NC Main Street training

How to Apply

Email your resume and cover letter to jobs@uptownshelby.com. You are encouraged to highlight any education and/or experience in marketing, promotions, event planning, and volunteer management. Email jobs@uptownshelby.com to request a copy of the full job description. No phone calls, please.

The position is open until it is filled, but please submit a cover letter and resume no later than Friday, August 15, 2025, to ensure. Candidates will be subject to an interview and assessment process. The Uptown Shelby Association is an Equal Opportunity Employer.

Special Requirements

Valid North Carolina driver's license

Physical Requirements

This role may require occasional physical activity, including periods of standing, walking across uneven surfaces, bending, reaching, or climbing stairs. The position may involve moving items up to 25 pounds and, on occasion, heavier materials exceeding 40 pounds. The ability to work in a variety of environments, including outdoor community event spaces and indoor office settings, is necessary. The role may also require the use of protective clothing or equipment, such as masks, gloves, coats, or safety gear, depending on the task or setting.

The position requires sufficient visual and cognitive ability to review data, maps, and charts; operate computers and standard office or measuring equipment; and engage in frequent reading and analysis. Effective verbal and written communication, as well as mobility throughout the office and Uptown Shelby locations, is necessary to fulfill job responsibilities. All physical functions listed above may be performed with or without reasonable accommodation.

Working Conditions

Most work occurs in an office environment. Events and site visits may involve extended time outdoors under varying weather conditions.

Disclaimer

This job description has been designed to indicate the general nature and level of work performed by employees within this role. 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 Uptown Shelby Association reserves the right to assign or otherwise modify the duties assigned to this job. The above list of duties and responsibilities is intended only as an illustration of the various types of work that are to be performed. The omission of specific duties does not exclude them from the position if the work is similar or related to the position.

Uptown Shelby Association is an equal opportunity employer. We do not discriminate on the basis of race, color, religion, sex, national origin, age, disability, genetic information, veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by law.