

**TOWN OF WILSON'S MILLS
JOB DESCRIPTION FOR**

**COMMUNICATIONS & EVENTS
COORDINATOR/ADMINISTRATIVE
ASSISTANT**

GENERAL STATEMENT OF DUTIES

The Communications & Events Coordinator/Administrative Assistant provides communications management, event coordination, and administrative support by assisting with public information efforts, planning and executing town events, maintaining communication platforms, and performing administrative duties to support departmental operations and community engagement.

DISTINGUISHING FEATURES OF THE CLASS

An employee in this class is responsible for events coordination, communication duties in support of municipal operations, and performing administrative tasks. This position plans, coordinates, and supports the Town's events and programs. This position also manages routine communication for the Town, including the Town's social media platforms and digital outreach. The Communications & Events Coordinator/Administrative Assistant regularly interacts with the public, staff, elected officials, vendors, and community partners. Work is performed under the general direction of the Town Administrator and is evaluated through observation, conferences, reports, records, and feedback from council, other staff, and citizens.

DUTIES & RESPONSIBILITIES

ESSENTIAL DUTIES AND TASKS

- Manages routine communications and content for the Town's social media platforms, website and digital channels, including photography, videography, and graphic design in accordance with established policies.
- Monitors social media and digital inquiries and routes issues or questions to appropriate departments when necessary.
- Serves as the primary point of contact for the general public and community partners.
- Develops event and program timelines, coordinates logistics, secures permits, arranges facilities, equipment, vendors, and services.
- Assists with on-site event setup, coordination, and breakdown as required.
- Prepares and distributes event-related communications, promotional materials, and public notices.
- Identifies opportunities to improve administrative processes, event coordination, and public outreach.
- Coordinates with the Town Administrator and multiple departments to ensure effective communication and project completion.
- Provides administrative support to the Town Administrator and department heads.

ADDITIONAL JOB DUTIES

Performs related duties as required.

RECRUITMENT AND SELECTION GUIDELINES

KNOWLEDGES, SKILLS, AND ABILITIES

- Knowledge of social media platforms, digital communications, and public engagement strategies.
- Knowledge of photography, videography, graphic design, and multimedia production techniques.
- Knowledge of event planning and coordination principles, including logistics, scheduling, and vendor management.
- Knowledge of municipal government operations, policies, and procedures.
- Knowledge of office administration practices, including records management, correspondence, and file maintenance.
- Ability to establish and maintain effective working relationships with department heads, governing officials, and the general public.
- Ability to communicate professionally and effectively, both orally and in writing.
- Ability to maintain confidentiality and exercise sound judgment.
- Ability to manage social media accounts, digital communications, and public outreach in a professional manner.
- Ability to work independently as well as with a team.
- Ability to work extended or irregular hours, including evenings and weekends, as required for events, meetings, and public programs.

PHYSICAL REQUIREMENTS

Work is performed within an office environment, primarily behind a desk and is mostly sedentary. Travel is often required to attend meetings, trainings, events, and other business activities.

- Must be able to physically perform the basic life functions of standing, walking, grasping, typing, feeling, talking, seeing, hearing, and repetitive motions.
- Must be able to perform sedentary work exerting up to 30 pounds of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push, pull, or move objects.
- Must possess the visual acuity to prepare, review, and analyze written and electronic documents; read reports, policies, correspondence, and data displayed on computer screens; and observe details necessary for accuracy and compliance.

DESIRABLE EDUCATION AND EXPERIENCE

Associate's degree in business administration, public administration, communication, marketing, or a related field and two (2) years of marketing/event planning experience; or an equivalent combination of education and experience to successfully perform the essential duties of the job such as those listed above.

SPECIAL REQUIREMENT

- Possession of a valid North Carolina Driver's License
 - Bachelor's degree in business administration, public administration, communication, marketing, or a related field is a plus.
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SALARY GRADE: 14

\$22.5399 - \$33.8662 Hourly (\$46,883.07 - \$70,441.81 Annually)

FLSA STATUS: NON-EXEMPT