



River District Association Danville, VA

Communications & Events Manager

The River District Association is the primary point of contact for information on the River District for existing businesses, residents, other organizations, prospective businesses, newcomers, tourists, etc. The first impression many will have of Danville, the River District, and this organization is made by this position. It is imperative that this first impression be a positive one, and one in which individuals are greeted warmly and professionally with all interactions being handled with exceptional care.

The Organization

Vision: Danville's River District will be a vibrant place to live, work and visit for the diverse population of Danville and the greater Dan River Region.

Mission: The River District Association seeks to ensure the long-term viability of Danville's River District as a center of business and civic life, and a source of community pride.



The River District Association (RDA) is an independent 501(c)(3) corporation established in 1999 to promote the businesses, attractions and history of Danville's downtown community, which is now enthusiastically called the *River District*. RDA believes that a thriving downtown is critical to enhancing the quality of life and the economic well-being of Danville and the surrounding region. To that end, the RDA staff and Board of Directors serve to make Danville's River District a model for excellence in downtown revitalization.

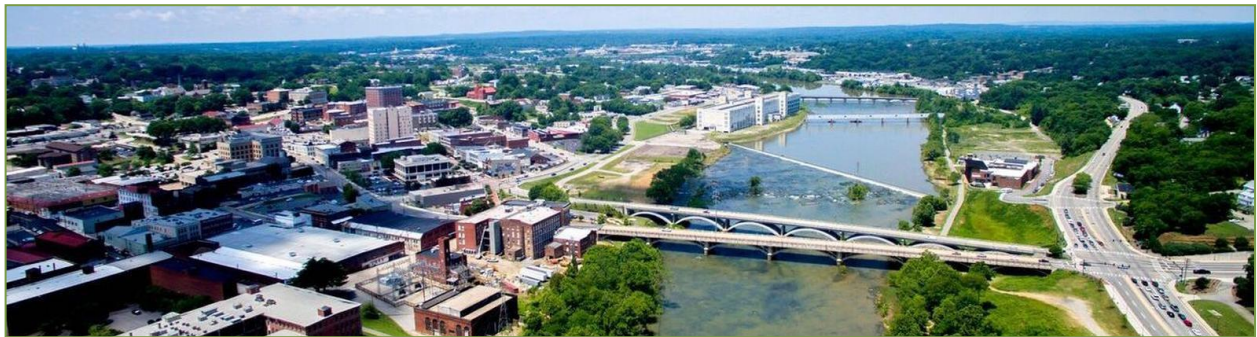
To support this work, RDA works closely with the City of Danville to maintain accreditation with

the Virginia Main Street and National Main Street Center Programs, which are recognized nationally as the most successful formula for downtown revitalization. RDA is committed to the Main Street Four-Point Approach™ of organization, promotion, design and economic restructuring to develop transformation strategies that contribute to River District revitalization and increase demand for River District products and services.

RDA also has adopted Main Street America's Guiding Principles for best practices, which set the Main Street methodology apart from other redevelopment strategies. To these eight principles, RDA adds inclusivity, recognizing that the work should benefit *all* residents, employees and visitors to the River District. To learn more about RDA, visit www.RiverDistrictAssociation.com.

The Location

Once a tobacco and textile town, Danville is situated on the banks of the Dan River in south-central Virginia along the North Carolina border. The city is only an hour from Greensboro and Raleigh-Durham (NC) and Lynchburg (VA), and an hour and a half from Roanoke (VA). Danville offers the rare combination of small-town charm and big city offerings, boasting historical landmarks, recreational opportunities and beautiful rolling countryside. The re-imagined River District is the heart of Danville, with specialty shops, restaurants, entertainment, history and modern lofts. In the past several years, there has been over \$200 million dollars of combined public and private investment in the River District. In addition, the Dan River Region serves as an example for regional collaboration in the Commonwealth of Virginia. In 2017, out of 100 small cities across the country, [moveBuddha](http://moveBuddha.com) ranked Danville as the third most popular small city to relocate. For more information about Danville, visit www.Danville-VA.gov or www.ChooseDanRiverRegion.com.



The Relationships

The Communications & Events Manager will:

Report to	River District Association Executive Director
Work closely with	Executive Director RDA Staff Board of Directors & Volunteers Partner Organizations and Businesses
Serve directly	River District business owners, residents, and visitors
Interact with	Other River District entities daily: knowledge of all programs, work plans, businesses, and events will be key for the successful implementation of this position. The Communications and Events Manager is expected to lead various RDA programs, meetings, and events with assistance from Operations Manager and ED as available

The Candidate

Education and Experience: Bachelor's Degree preferred but not required; prior related experience will be considered in lieu of formal education.

Classification: Nonexempt

Wage Type: Hourly, 40 hours per week through 2020; reduction to 32 hours per week in 2021

Essential Functions:

- Monitor and manage River District Association social media, website, and Distrx content
- Develop and implement strategies to promote River District businesses, services, attractions, and history
- Maintain updated contact lists and River District business information
- Responsible for all email communications including press releases, e-newsletters, and other outreach both internally and externally
- Be familiar with Graphic Arts programs and have experience creating marketing materials. Will also work alongside area graphic arts companies for development of materials
- Assist in recruiting, coordinating, and tracking events and volunteers
- Schedule, plan, promote and implement RDA special events, campaigns, and programs
- Manage and promote Business Retention activities in the district and create new programs around BR efforts
- Provide assistance to the Executive Director in Fund Raising & Fund Sustainability efforts

Please note, this position will have expanded job responsibilities outside of those listed for the remainder of 2020.

The Executive Director will hire a Communications Manager who possesses the following qualifications and competencies:

- Professional knowledge of social media platforms, ie. Facebook, Instagram, Twitter, LinkedIn
- Exceptional communication skills in writing, speaking, and face-to-face interactions
- Technological skill -- hardware and software programs including graphic design experience
- Ability to adapt to potential task, program, schedule, and office changes
- Exemplary organizational, problem-solving, and attention-management skills
- Strong interpersonal skills and the ability to work well with a variety of individuals
 - Diplomatic communication ability
 - Cultural competence
 - Customer/client focus
- Passion & Drive to move our community forward through downtown revitalization

Work Environment

While performing the duties of this job, the employee works primarily in a traditional office setting. Employee will also work outside of the office in merchant and partner locations, at special events, and other functions which may include being outside in varied weather conditions. ***COVID 19 addendum- While performing the duties of this job, it may be deemed necessary for the employee to work remotely at times given the circumstances surrounding the COVID-19 pandemic. You will need to have internet access and the ability to work remotely part of the time.**

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. In this position, the employee is required to have close visual acuity to perform activities such as typing and viewing a computer terminal. The employee will occasionally need to lift equipment and office supplies up to 40 pounds. The employee is frequently required to sit, stand, talk, and hear.

Expected Hours of Work

This position has regular hours of 40 per week through the remainder of 2020 with a reduction to 32 hours per week in January 2021. In general, the normal workday both in office and remotely is 8 AM to 5 PM Monday through Friday; lunch is one hour per day. However, duties of this position will require the incumbent to be available beyond the traditional work hours and have flexible work schedule availability. A modification of the traditional work hours may be negotiated in advance with clear and transparent communication.

Interested applicants must email a cover letter, résumé, and list of references to diana@riverdistrictassociation.com. Incomplete applications will not be considered. Scanning all requested information into one file is highly recommended.

Position closing anticipated August 30, 2020.

Applications will be reviewed as received. No phone calls, please.

The River District Association is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the River District Association will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.

Qualified persons are considered for employment without regard to race, color, sex, sexual orientation, national origin, age, genetic information, political affiliation, or disability. RDA is a drug-free workplace.