

Marketing & Membership Manager

Loveland Downtown Partnership & Downtown Development Authority - Loveland, CO 80537

PART TIME (Avg. 30-32 hours/week) – Unbenefited Position – Reports to Executive Director

\$23 - 25.00 per hour

Hiring Range - \$ 24.00 (DOQ)

Date Posted: February 13, 2019 – Open Until Filled

POSITION SUMMARY: The Marketing & Membership Manager is responsible for supporting and executing a broad range of marketing and communication projects for the Loveland Downtown District, the Loveland Downtown Partnership (LDP) and the Downtown Development Authority (DDA). The position will manage all event and organization communication for downtown, written business communications including newsletters and emails, online marketing initiatives including paid search advertising, web campaigns and social media relations and lead efforts to communicate and sell memberships to the organization.

A high level of proficiency in overall project management and a robust technical skill-set is required in the areas of marketing, event planning and communications.

ESSENTIAL DUTIES AND RESPONSIBILITIES: The following duties and responsibilities are illustrative of the primary functions of this position and are not intended to be all inclusive:

- Serves as primary marketing and communications manager for the LDP-DDA on a wide range of projects that support the mission and overall revitalization goals of the Downtown District, including but not limited to: marketing and communications and assistance in event planning.
- Plans and implements all marketing campaigns inclusive of items such as press releases, social media campaigns, various mediums of advertising including print, radio or online, and grassroots efforts.
- In partnership with the LDP Event Manager, executes, participates in, and manages events including all promotions and media partnerships, sponsorship relations, event logistics, music bookings, licensure, entertainment line-ups, vendor communication, revenue, weather planning, etc.
- Manages the Business Alliance Memberships including recruitment of members, fulfillment of member benefits, member support, promotion of members and arrangements for monthly business luncheon or breakfast.
- Works closely with Business Alliance teams (restaurants, breweries, entertainment) to market special activities (Beer Week, Restaurant Week, Sip & Shop etc) to downtown customers.
- Develops and executes innovative digital marketing strategies to improve awareness and engagement within the Downtown District.
- Integrates social media campaigns within all related marketing communications.
- Develops and administers social media sites for the Downtown District (i.e., Facebook, LinkedIn, Twitter, Instagram, YouTube, blogs, etc.). This will include “continual and daily” updates that are intended to be informational and create an excitement that helps to promote the downtown as a destination (Live, Work, Play!). And, using analytics tools, effectively monitors, tracks and reports results.
- Working with contract web developers, administers the Downtown District website, including organizational pages for the LDP, DDA and the new LDP-Business Alliance – as well as all associated resource pages and the business directories.
- Attends, represents, and may occasionally lead meetings with the LDP-DDA Board of Directors, working groups and subcommittees, the Business Alliance, the general public, technical committees, and citizen advisory committees.
- Ensures timely progress is made toward specified program objectives and makes recommendations to the Executive Director to modify or change methodology as required to redirect activities and attain objectives.
- Provides the Executive Director and/or Board of Directors with written and, if requested, oral updates on projects.
- Builds and maintains positive and productive working relationships with internal staff, contracted vendors, and/or public and private partners.
- Researches and implements new technologies or methods to improve operational efficiency.
- Other duties as assigned by the Executive Director.

PREFERRED QUALIFICATIONS:

- Experience conducting social media campaigns, growing fan base and engaging customers through Facebook, Twitter, Instagram, etc.

- Prior blogging or creative writing experience to facilitate advertising, press releases, newsletters and other needs.
- Early adopter of emerging technology, deep participation in social media channels
- Experience distributing video across social media networks
- Demonstrated ability to work well with a wide variety of people
- Graphic design services through Adobe Creative Suite or similar graphic design software.
- Able to take direction and be highly accountable for actions and time spent

QUALIFICATIONS, KNOWLEDGE, SKILLS AND ABILITIES: The requirements listed below are representative of the knowledge, skills and abilities required to perform the necessary functions of this position.

- Bachelor's Degree from an accredited college in business, public administration, non-profit management, marketing, communications or other-related field.
- 2+ years of demonstrated experience.
- Proficiency in managing multiple and complex project schedules, experience developing and administering project budgets.
- Demonstrated knowledge and proficiency using a variety of office software programs, including but not limited to Word, Excel, PowerPoint, MS Project, or other similar programs. MS Publisher, Adobe Illustrator, or other graphic design software, online social media platforms, and website development and/or management/maintenance of website are pluses.
- Demonstrated superior written and verbal communications skills.
- Demonstrated success in applying public process techniques, and managing meetings to foster community stakeholder support for projects.
- Works well in a fast paced, team structured environment. Ability to multi-task and support other team members as needed.

REASONING ABILITY: Ability to define problems, collect data, establish facts and draw valid conclusions.

CERTIFICATE, LICENSES, REGISTRATIONS: Valid Colorado Driver's License

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.

While performing the duties of this job, the employee is regularly required to sit and talk or hear. The employee frequently is required to stand and walk. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by the job include close vision, and distance vision.

This job may involve early morning and evening meetings, as well as weekend work, as required.

WORK ENVIRONMENT: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Job Location:

- Loveland, CO 80537

Required education:

- Bachelor's

Required experience:

- Marketing Communications: 2 years

To Apply: Please send confidential cover letter, resume and portfolio details to Sean Hawkins, Executive Director, at shawkins@lovelandpartnership.org