

# DOWNTOWN RUTLAND

## POSITION OPENING



6/4/2021

**Job Title:** Marketing & Events Coordinator

**Hours:** Full-time, year-round

**Salary range:** \$15-16/hr

**Benefits:** Health insurance match and cell-phone stipend

### Who We Are:

The Downtown Rutland Partnership is a small staff non-profit that, with the support of our community, works hard to make our downtown a vibrant and inviting home for locally-owned businesses. We're the cheerleaders and the support system for our downtown businesses. We partner with area organizations that host events that help to draw thousands of people each year to Downtown Rutland. No two days are ever the same, and that's part of the excitement and the reward.

### Position Description:

The Marketing and Events Coordinator works directly with the Executive Director, downtown merchants and property owners, event vendors, and volunteers to support the mission to manage, market, and maintain the Downtown Rutland Special Benefits District.

### Who We Need:

People often describe you as creative, organized, outgoing, and someone that loves meeting new people and making invaluable connections. You value teamwork and appreciate the opportunity to collaborate closely with others, while comfortably taking a leadership role as needed. You enjoy investigating new & innovative ways to tackle a problem. You rarely miss an important deadline, and you're energized by a good project plan. You appreciate the value of a flexible work schedule that includes some nights, weekends and outdoor events.

### Key Tasks and Responsibilities:

#### Branding & Visual Materials

- Layout and design of advertising and promotional materials using graphic design programs
- Communicate and align with Downtown Rutland's brand to reach new and existing markets
- Photography and editing skills a plus

#### Social Media

- Manage social media communications across multiple platforms including but not limited to Facebook, Instagram, Twitter, and YouTube
- Ability to create a variety of content and respond to the public in a professional manner
- Stay informed about local events, business news, and other potential content
- Research trends and updates in social media

#### Website

- Ensure information on the Downtown Rutland website is accurate, up-to-date, and relevant
- Act as primary contact for third-party website host

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### Special Events:

- Assist in the planning and execution of Special Events for the Downtown district
- Communicate with vendors, merchants and community organizations

### Outreach:

- Communicate with downtown business via door to door, phone/email, newsletters and committee meetings
- Generate content for monthly newsletter and e-blasts
- Write and distribute press releases to local media outlets
- Assist the Executive Director in identifying and securing sources of revenue such as sponsorships, advertising, and income from events
- Analyze and report on programs and projects

### Qualifications & Experience

- Degree in graphic design, marketing, or 4 years of equivalent experience
- Strong written and verbal skills
- Intermediate mastery of Adobe Illustrator and InDesign
- Experience with email communication platforms
- Knowledge of website content management
- Ability to work independently
- Strong time management and organizational skills
- Excellent professional interpersonal communication skills, including experience with and comfort in interacting with business owners, sponsors, and key city stakeholders
- Ability to manage multiple projects while upholding a high attention to detail and meeting project deadlines.

### To Apply:

Please email cover letter, resume, and portfolio to [nikki@downtownrutland.com](mailto:nikki@downtownrutland.com) by Friday, June 18th.