

JOB DESCRIPTION MARKETING MANAGER



Reporting Status: Position reports directly to the Executive Director

Compensation: Full-time, \$30,000-35,000 salary based on experience

Position Description: The Marketing Manager will oversee and manage all activities related to Marketing, Public Relations and Sponsorship Development for Downtown Green Bay, Inc. and Olde Main Street, Inc.

Responsibilities Include:

1. Oversee all internal and external communications relating to district initiatives, achievements, objectives and programs.
2. Develop creative strategies to expand sponsorships and in-kind contributions.
3. Oversee and grow social media presence with fresh and interesting news, events, and latest trends for Facebook, Twitter, LinkedIn, Instagram, etc.
4. Oversee and update downtowngreenbay.com including improvements in functionality, design, etc.
5. Oversee any district-wide promotions including but not limited to holiday promotions and specials, convention traffic strategies, college connections, internship promotions, Summer in the City Guide, Winter in the City Guide, Dining Guide, Sponsorship packets etc.
6. Research events, write articles, organize photos to create weekly e-newsletter "What's Up Downtown" distributed to 15,000 subscribers weekly.
7. Research and post events to online events calendars.
8. Work on internal, external and district business' press releases, press conferences and media strategies.
9. Collaborate as a team with the Event Coordinator and Vendor & Entertainment Coordinator.
10. Oversee the Marketing Committee goals and strategic plans through the recruitment, training and motivation of volunteers, development and execution of plans, agendas, minutes, etc.
11. Create a Strategic Marketing Plan incorporating Strengths, Weaknesses, Opportunities and Threats and define target audiences, goals and strategies. Continuously evaluate the effectiveness of the Districts' communication and marketing programs.
12. Acquire and develop event sponsorships, relationships, benefits and wrap up reports for all sponsors.
13. Coordinate the presence of the districts at business and trade shows.
14. Oversee the development, design, content, editing, production and distribution of public information materials including reports, brochures, special articles, advertising, "thank-you" materials and others projects as they arise.
15. Attend Marketing, Board, Executive Board, Business Improvement District (BID), Network with Your Neighbor (NwYN) and other meetings as needed.
16. Oversee the Olde Main Street, Inc. Annual Meeting.
17. Organize and oversee images and photography of the organization.
18. Provide on-site event assistance.
19. Attend occasional evening and weekend commitments.
20. Focus on building relationships, developing partnerships to strengthen DGBI & OMSI mission and impact through community outreach, serving on committees, boards etc.

Desired Skills & Characteristics:

- Knowledge of mission, objectives, policies, programs and procedures of the principles and practices of non-profit organizations.
- Bachelor's Degree preferred or commensurate experience.
- Strong working knowledge of Microsoft Office Suite including Word, Excel, PowerPoint, as well as Adobe Creative Suite
- Proven leadership experience including staff oversight, mentoring and development, establishing department goals & objectives and work direction as needed.
- Ability to organize and coordinate fundraising operations.
- Able to manage multiple projects and deadlines.
- Self-directed but able to work collectively as a team player.
- Capable of overseeing a project from start to finish or jumping in mid-stream.
- Professionally represent Downtown Green Bay and Olde Main Street to the public, municipal authorities and sponsors.