

Special Events and Marketing Manager

SUMMARY: Under general direction, this position is responsible for planning and coordinating special events and marketing activities with a focus on retail business districts and commercial areas within a redevelopment area to create a vibrant, exciting destination for residents and visitors. Additional activities include PR, marketing and promotions, business attraction and communication, social media application, and organizing promotional activities and campaigns. Applicant must be passionate and have a high degree of energy and dedication and be able to work independently and efficiently.

ESSENTIAL FUNCTIONS: *(Essential functions, as defined under the Americans with Disabilities Act, may include the following tasks, knowledge skills, and other characteristics. This list is ILLUSTRATIVE ONLY, and is not a comprehensive listing of all functions and tasks performed by incumbents of this class.)*

DUTIES AND RESPONSIBILITIES: *(Which are not in any hierarchical order)*

1. Responsible for all special event and marketing activities within two redevelopment districts with a focus on the retail business districts and commercial areas.
2. Manage major and monthly special events, seek sponsorships for events and oversee and coordinate all aspects of event planning and implementation.
3. Meet with merchants on a regular basis to gain support and participation in redevelopment efforts. Work with merchants to improve the image of the businesses in the area.
4. Responsible for business attraction including meeting with prospects, identifying target tenants, calling to follow up with potential tenants, and working with area real estate professionals to attract new businesses.
5. Oversee design of printed communications such as brochures, flyers, etc; update web site, daily social media activity, create newsletters, media, etc.
6. Draft annual retail marketing plan to identify clear objectives and strategies to promote the redevelopment activities of the retail areas.
7. Performs related duties as assigned.

KNOWLEDGE, SKILLS AND ABILITIES:

- High degree of oral and written communication skills, personable and friendly disposition and a positive Can-Do attitude. Have a high level of energy and persistence and passion towards the mission of the Agency.
- Experience in planning, coordinating and implementing special events, business promotions and multi-faceted activities.
- Demonstrate experience at leveraging and receiving sponsorships, grants, in kind and other services to support retail promotions and special events or activities.
- Have a strong dedication and commitment to assisting businesses
- Knowledge of using social media as a promotional tool. Experience in application of social media in business promotion and attraction, attracting residents and visitors to events.
- Knowledge of the principles, theories, philosophy and techniques of retail and commercial marketing, promotions, and advertising.
- Ability to draft marketing plans and their application to retail and commercial marketing.
- General knowledge of main streets or businesses improvement districts and their activities.

- Knowledge of merchant development, merchant outreach processes and facilitation.
- Strong presentation skills especially in visual presentations.
- Ability to establish and maintain effective working relationships with subordinates, supervisors, peers, and the media.

PHYSICAL REQUIREMENTS AND WORK ENVIRONMENT: Work involves walking and meeting with people in the field, sedentary to light work in an office setting, out in the community or at project locations. There is occasional needs to stand, stoop, walk, sit lift objects (up to 25 pounds) and perform similar other actions during the course of the workday.

MINIMUM QUALIFICATIONS: Bachelor's degree from an accredited college or university in Marketing, Public Relations, Business, Retail Sales or a related field, or a minimum of five (5) years proven experience in a related field, or any equivalent combination of training and experience. Experience in planning and coordinating special events and activities, retail marketing, business attraction, retail merchandizing. Experience in seeking sponsorships, value added promotions, advertising and media relations. A valid driver's license is required.

Salary Range: \$40,000 - \$55,000

Apply to: Sharon McCormick – VP of Marketing, info@rma.us.com