



Marketing/Event Coordinator
Job Description
Cheyenne DDA/Main Street

Job Purpose

The Marketing /Event Coordinator is responsible for oversight of all marketing material, content and communications for the DDA/Main Street organization, set forth by the Program Director, Executive Director, and DDA/Main Street Board of Directors.

Primary Duties and Responsibilities

- Participate with the Board of Directors and other Staff in developing a vision and strategic plan to guide the organization
- Represent the organization at community activities to enhance the organization's community profile
- Develop and implement marketing and advertising campaigns for the programming of DDA/Main Street
- Create, deliver, edit and maintain marketing and promotional materials
- Ensure that messages are supportive of and consistent with marketing strategies of the organization
- Supervise social media outreach through content delivery via Twitter, Instagram, Facebook, email, or direct mail
- Coordinate and deliver email and newsletter campaigns
- Create brochures, presentations and other hard marketing material
- Create and deliver press releases and media relations content
- Oversee website content and updates, working directly with the web designer
- Creating graphics for promotional items, events, and programming

Qualifications and Personal Characteristics

The ideal candidate will:

- Demonstrate a willingness to be flexible and remain adaptable an ever-changing work environment while maintaining effectiveness and efficiency
- Understand ethical behavior and business practices, and ensure that personal behavior and the behavior of others is consistent with these standards and aligns with the values of the organization.
- Establish and maintain positive working relationships with others, both internally and externally, to achieve the goals of the organization.
- Work cooperatively and effectively with others to set goals, resolve problems, and make decisions that enhance organizational effectiveness.
- Assess situations to determine the importance, urgency and risks, and make clear decisions which are timely and in the best interests of the Staff, the volunteers, and the Board.
- Independently set priorities, develop a work schedule, and monitor progress towards goals, and track details, data, information and activities, often times while multitasking multiple projects at once.
- Assess problem situations to identify causes, gather and process relevant information, generate possible solutions, and make recommendations and/or resolve the problem.

- Assess options and actions based on trends and conditions in the environment, and the vision and values of the organization.

Education and Experience

- Bachelor's degree or greater; relevant work experience will be considered
- 3 or more years of work experience in a professional marketing/communications environment

Knowledge, Skills, and abilities

- Knowledge of effective marketing skills and strategies
- Knowledge of graphics and design programs including, but not limited to: Photoshop, Adobe Suite, etc.
- Ability to manage and effectively use multiple marketing platforms such as Constant Contact, all social media, and website management
- Understanding of Wordpress and/or additional Website Management programs
- Proficiency in MS Office Suite (including word, excel, etc.)

Working Conditions

The Marketing/Event Coordinator will work in both an office environment and throughout the downtown district.

A standard workweek will be maintained but evening, weekend, and overtime hours to accommodate activities such as Board meetings and representing the organization at public events will take place often.

Salary and Benefits

This is a full time, salary position at a range of \$30,000.00 to \$40,000.00 based on experience. Additionally, we offer an insurance stipend and a simple IRA after one year of employment.

How to Apply

Interested applicants should email their resume as well as an example of graphics or marketing work done in the last five years to desiree@downtowncheyenne.com. Please include "Marketing/Event Coordinator" in your subject line.

Thank you for your interest!