

**BRUNSWICK DOWNTOWN DEVELOPMENT AUTHORITY (BDDA)
EVENTS & MARKETING COORDINATOR**

The Events & Marketing Coordinator for the BDDA/Main Street is directly responsible to the BDDA/DDA/Main Street Executive Director.

Summary: Performs development, coordination, execution and documentation duties for The DDA's events and marketing. Must be well organized, flexible and be able to relate to executives and volunteers. This position may involve a high degree of confidential information. The Marketing Manager is responsible for:

Major Duties

1. Represent the BDDA/Main Street Program at meetings for events occurring downtown but not primarily sponsored by the Program.
2. Coordinate or co-coordinate special projects as designated by the Director.
3. Act as the clearinghouse for event information and contact person for local, state, and national event publications, coordinating with the Chamber, CVB, GIAHA and others as appropriate.
4. Assist in managing Mary Ross Park and Old City Hall events and rentals, oversee contract completion and compliance, keeping the calendar up to date.
5. Plan downtown events by determining date, location, time and activities. Handle vendors, prepare maps, design, and create all ads for promotion, coordinate with the Department of Public Health, and operate all aspects of pre planning an event. (ex: Blessing of the Fleet, Crafts Along Newcastle, Old Fashioned 4th of July, Holiday Events, Peaches to Beaches, & more)
6. Manage First Friday event logistics, coordinate with event partners.
7. Co-Manage the Mary Ross Harbor Market by taking in vendors, assigning spaces, collecting fees as needed, and marketing for vendors Coordinate efforts for downtown's overall image campaign including but not limited to brochure development, cooperative advertising, and generic marketing.
8. Operate all social media profiles and presence, including Facebook, Instagram, ~~Twitter~~, TikTok and additional channels that may be deemed relevant.
9. Promote weekly social campaigns (weekend breakdown) and track their success.
10. Research, generate, and implement strategies for marketing downtown with community and business leaders' needs.
11. Assist in maintaining DDA website by publishing articles, posting events, business listings, and general updating such as photos and material as needed. Maintain BDDA page on the City of Brunswick website.
12. Assist the Director in preparing reports, data, and research papers.
13. Perform other related duties as designated by the Director or Executive Director.
14. May independently prepare correspondence and recurring reports.

Desirable qualifications may include:

1. A degree or Work experience in marketing, history, business, planning, or other discipline related to festival/special event organization, and/or preservation-based commercial revitalization.
2. Should be energetic, self-motivated, imaginative and an accomplished organizer capable of functioning effectively in an independent situation, while maintaining a sense of the overall goals of the commercial revitalization product.
3. Strong oral and written communication skills as well as attention to detail.
4. The ability to deal effectively with the public and governmental officials.
5. Knowledge of office equipment and experience with computers and word processing.

The above description reflects general details as necessary to describe the principal functions of this job, the level of knowledge and skill typically required, and the scope of responsibility, but should not be considered all inclusive. Additional work in other functional areas to cover absences or relief, to equalize peak work periods, or otherwise to balance the workload is required.