

## **Mainstreet Piqua, Marketing/Event Coordinator Job Description**

Mainstreet Piqua is seeking a part-time hourly employee to assist with the planning, marketing and implementation of the organization's annual schedule of events. The desired candidate should have experience with event coordination, possess excellent writing and communication skills and social media experience. Basic graphic design skills are strongly desired.

### **I Mainstreet Piqua Downtown Events : Planning**

- Work with existing committees to secure entertainment, bands, and food vendors needed for each event.
- Attend event committee meetings, take notes and prepare minutes/action items
- Work with Lorna to file special events permits, liquor and food service permits as needed

### **II Mainstreet Piqua Downtown Events: Implementation**

This list of events changes annually. Each event has a list of duties and activities unique to that particular event.

- Taste of the Arts
- Piqua Community Farmers Market
- Rock Piqua! Riverfront Concert Series (in Partnership with Piqua Arts Council)
- Downtown Piqua sidewalk sales
- Chocolate Walk
- Down The River Down A Beer
- Christmas on the Green
- Holly Jolly 5k/10k run
- Rockin' River Duck Drop
- Downtown Piqua Holiday Horse Parade
- Downtown Piqua Holiday Parade
- Mainstreet Piqua Annual Meeting

### **III Duties**

- Update website, mobile app and social media
- Work with Executive Director and event committees to create marketing plan for each event including press releases, social media campaigns, posters & flyers, radio/tv appearances, paid advertising etc.
- Work within event budget and track all expenses for each event.
- Track own weekly hours.
- Create and update event notebooks as needed.
- Be a direct link to downtown businesses regarding events and downtown promotions.
- Other duties as assigned.

## Responsibilities

- Understand requirements for each event
- Work with staff and volunteers to ensure event success
- Plan event with attention to financial and time constraints
- Negotiate with vendors to achieve the most favorable terms
- Manage all event operations
- Oversee event happenings and act quickly to resolve problems
- Evaluate event's success and submit reports

## Requirements

- Proven experience as event coordinator
- A proven track record of organizing successful events
- Proficient in MS Office
- Proficient in writing press releases
- Basic graphic design skills
- Excellent social media skills
- Well-organized with multi-tasking skills
- Able to handle stress and remain calm
- Problem-solving ability
- Degree in public relations or relevant field is preferred (but not required)

Those interested in the position should submit their letter of interest and resume to [mainstreetpiqua@woh.rr.com](mailto:mainstreetpiqua@woh.rr.com) by February 28, 2018.