

Wayland DDA/Main Street Program Marketing Coordinator Job Description

Independent Contractor Position

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Downtown Development Authority.

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Work Objectives

The DDA is seeking a year long contract candidate with a pro-active, market-driven, entrepreneurial approach to marketing and events, with the ability to work with minimal supervision, and engage the public sector and community at large, with the ability to assume a highly visible position as advocate for downtown, with a management style that motivates and fosters cooperation, and the ability to communicate well through public speaking.

The Marketing Coordinator will be the main person for the DDA. The successful candidate will be responsible for all marketing, managing of social media and websites, along with promoting the Wayland DDA. The goal of this position is to create a streamlined process to help market the DDA with both events and information to the public, residents, and business owners. This position will assist with the growth of Wayland's events, businesses, and programs and will also aid in the growth of Wayland's presence in the West Michigan area by raising awareness of what Wayland has to offer visitors and guests.

Essential Job Duties:

- Marketing is one of the primary functions of the position and duties will include: handling electronic and print media activities, press releases and advertising; writing articles for publication; and graphic design projects.
- Planning and overseeing events which would include but are not limited to, scheduling, promotional committee lead, vendors, food trucks, and other functions as needed.
- Leading and ensuring the success of all event preparation and execution such as managing relationships with vendors, organizers, and attendees.
- Maintaining and ensuring the growth of the websites and social media for the DDA of Wayland.
- Marketing, public relations, and communicating the educational needs for the residents of Wayland and overseeing the growth of the outreach for our events. Designing marketing and promotional materials for events.
- To oversee the Farmers Market, vendors, event planning, marketing, EBT program, and growth of the market.

Supervision Received:

Work is performed under the general direction of the DDA Executive Director. This position will work closely with city staff, City Manager, Finance Department, DDA Director, Department of Public Works, Police, Fire, and other City offices that assist with downtown development.

Physical Requirements:

- Frequent standing, walking, and sitting
- Frequent bending, twisting, squatting, and reaching
- Ability to frequently lift and carry objects weighing up to 25 pounds
- Physical ability to safely move about and conduct work in various indoor and outdoor locations
- Ability to withstand varied weather conditions, temperature changes, traffic conditions, and varying noise levels

Preferred Minimum Qualifications:

- Three or more years of progressively responsible experience working with downtown development, revitalization, and tax increment financing
- Bachelor's degree in planning, economic development, business administration, public administration or other appropriate field related to Downtown economic enhancement
- High level of oral and written communication skills
- High level of quantitative analysis skills
- Clear oral and written communication
- High level of experience with website design, social media, and marketing

The City of Wayland and the Wayland DDA/MS Program does not discriminate based on race, color, national origin, gender, sexual orientation, religion, age, or disability in employment or the provision of services.

This job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the role change.