



## **Event and Marketing Coordinator**

### **Job Summary**

The Event and Marketing Coordinator provides both program support for the successful fulfillment of all Ellensburg Downtown Association organization events, branding, and marketing campaigns, as well as provides guidance, support, and marketing templates to the four committees of Outreach, Promotion, Design, and Economic Vitality. This position is the lead on planning and implementing EDA events. This position maintains the organizational branding throughout all community channels and provides the front-facing collateral of the organization. With the goal of increasing awareness of the EDA mission and programming, the Event and Marketing Coordinator, under the direction of the Executive Director, will develop effective and successful messaging and marketing campaigns through social media, the EDA website, and print materials.

The Event and Marketing Coordinator will work in partnership with the Executive Director regarding the four principles of the National Main Street Program: Outreach, Promotion, Design, and Economic Vitality. The Ellensburg Downtown Association is charged with the economic revitalization of downtown, utilizing historic preservation as an integral foundation for downtown economic development. This position will be a positive and energetic source for the long-term revitalization of downtown Ellensburg and will support the EDA and Executive Director throughout the community.

### **Range of Duties**

The Event and Marketing Coordinator duties will encompass a variety of tasks as determined by the Executive Director. Annual staff evaluations will be based on defined goals and objectives agreed upon by the Executive Director and, if necessary, the Board of Directors. This role reports to the Executive Director.

The Event and Marketing Coordinator will:

1. Be knowledgeable about the four-point Main Street approach to economic revitalization utilizing historic preservation.
2. Work with the Executive Director and the Board of Directors to develop and implement a yearly work plan for this position, including overlapping work with the four committees of Outreach, Promotion, Design, and Economic Vitality.
3. Be coachable and prepared to learn and engage in ongoing professional development.
4. Contribute to a positive work environment, and role model such behaviors through care and professionalism. Engage the Executive Director, the Board of Directors, and Washington Main Street staff as a support resource to ensure positive organizational culture and collaboration with EDA staff, committee members, volunteers, and community partners.
5. Foster supportive and collaborative partnerships with other organizations, agencies, and



- government entities at the local, state, and federal level. Including Central Washington University and the Ellensburg Creative District.
6. Provide administrative support, including email and phone correspondence, filings, record keeping, note taking, and general reception.
  7. Serve as the administrator for the Ellensburg Night Market program under the guidance of the Economic Vitality Committee. Responsibilities encompass direct management of vendor acquisition, coordination of event needs, city permitting, budgeting, marketing, and ensuring effective utilization of EDA staff and volunteers.
  8. Maintain contact with the four committees and attend meetings as necessary to ensure consistent knowledge-sharing and communication. Provide additional support to each committee as needed.
  9. Maintain accurate web content for EllensburgDowntown.org and community events calendar.
  10. Create content for and regularly schedule publishing for all social media platforms, to be reviewed and approved by the Executive Director.
  11. Develop an archive of collateral and templates within various platforms, including Canva and Microsoft Office Suite.
  12. Work in close partnership with the EDA Director of Community Engagement to ensure accurate marketing (including digital marketing, print brochures, information packets, newsletters, and flyers) for all downtown businesses.
  13. With the assistance of the Executive Director, provide a budget for each event and submit for Board of Director approval. Ensure accurate reporting, acquisition of event needs, and checklists per event.
  14. Support the Director of Community Engagement in coordinating and organizing event volunteers to guarantee smooth and effective event implementation.
  15. Assist EDA staff with event facilitation as needed, including day-of event needs. Participate in events and activities; work directly with the other community organizations to encourage joint involvement in downtown promotional events. Adjust weekly schedule to allow participation outside of regular business hours.
  16. Maintain accurate community contact list with existing and new members of the downtown commercial district to foster the support and participation in the Ellensburg Downtown Association.
  17. Attend committee, sub-committee, and task group meetings as necessary or as indicated by the Executive Director.
  18. Perform other duties as may be assigned from time to time by the Executive Director and/or the Board of Directors.



### **Job Knowledge and Skill Required**

1. Exemplify leadership skills, a positive attitude, growth mindset, be teachable, and possess a curious nature related to the success of the Ellensburg Downtown Association.
2. Have at least three years combination of education and experience in one or more of the following: business organizations, non-profit corporations, small business development, downtown development, public relations, planning, retailing, fundraising, historic preservation, event planning and marketing, social media content creation, customer service, communications, etc.
3. Skilled knowledge of social media channels and platforms, understanding and usage of analytics.
4. Be a well-organized self-starter capable of working in independent situations.
5. Possession of superior written and verbal skills are required.
6. Demonstrate a professional, team building approach with strong experience in facilitating community partnerships.
7. Demonstrate a high level of customer service when working with volunteers and organizational members.
8. Must be physically able to stand for long periods of time, lift up to 25 pounds, and walking around the downtown area without issue.
9. Must be proficient in Microsoft Office Suite, all social media platforms, and similar communication channels such as Maestro, Canva, Trello, etc.
10. Prior Main Street experience is strongly encouraged.

**Location:** Ellensburg, WA (In office) **Hours:** Full-time, 40 hours per week

**Compensation:** \$19 per hour

#### **Benefits:**

- Paid Time Off
- Health Stipend
- Cell Phone Stipend
- 401(k) Plan with Matching

**How to Apply:** Please email your resume and a cover letter detailing your interest in the position and relevant experience to [Director@ellensburgdowntown.org](mailto:Director@ellensburgdowntown.org).