



Position title: Marketing Manager

Reports to: Executive Director

Status: Full time

**Qualifications:**

- Excellent communication skills, including writing, proof reading skills, and public speaking.
- Ability to manage multiple concurrent projects and work assignments.
- Excellent interpersonal skills both in person and by phone, with high degree of professionalism always.
- Exceptional customer service, ethics, and high expectations for quality.
- Bachelor's Degree preferred, will substitute for experience.
- Proficient using the latest versions of Microsoft Word, Excel, PowerPoint, email, and web.
- Social media knowledge required. Platforms include, but are not limited to, Facebook, Instagram, Twitter, Snapchat and Canva.
- Basic graphic design knowledge is a plus.
- Experience with videography, blogs, vlogs, podcasts, and storytelling is a plus.

**Job Purpose:**

The Marketing Manager (MM) has a primary function to oversee and manage all activities and work related to marketing of the Broadway District and the events coordinated by On Broadway, Inc. Assistance for coordination and management of special events as needed.

**Essential Functions of the Marketing Manager:**

- Work with Downtown Green Bay, Inc. staff to coordinate the downtown events and dine/shop guide.
- Manage website – business updates, event submissions, event content, district branding information, etc.
- Social media management of organization's platforms.
- Manage event marketing efforts – posters, grass roots, etc.
- Create and edit newsletter content and district emails.
- Coordinate photography and videography for events and district promotions.
- Manage in-kind media relationships.
- Create and distribute press releases.
- Assist with implementation of brand strategy.
- Manage sponsorship deliverables and provide a proof of performance to partners.
- Work with district businesses to promote their events through email, social media, etc.
- Promote Broadway District events on external community calendars/channels (CVB, United Way, etc.).
- Coordinate design and distribution of marketing materials.

- Manage award applications for district and personnel recognition/achievements.
- Coordinate and deliver Broadway Business Owner (BBO) emails.
- Coordinate promotion for Small Business Saturday, 12 Days of Christmas and all other promotional events hosted by On Broadway.
- Manage On Broadway's role with the ShopHere app and engage district business participation.
- Participate in trade shows relative to the organization and district.
- Participate on/with external committees and boards within the community as appropriate.
- Participate in personal/professional development courses as appropriate.
- Assist with organization compliance as needed.
- Attend all required Main Street events.
- Maintain working relationships with other Main Street organizations/Business Improvement Districts (Downtown Green Bay, Old Main Street, Definitely De Pere, Military Ave.)
- Maintain a positive working relationship with City of Green Bay staff.
- Calculate budgets and ensure that they are adhered to.
- Assist with event labor (set up, tear down, day of management) as needed.
- Assist with vendor recruitment.
- Assist with volunteer recruitment.
- All other duties as assigned.

#### **Expectations of On Broadway, Inc. Employees:**

- On Broadway, Inc. is a non-profit organization that has high expectations of all employees.
- Employees are expected to be experienced, take-charge professionals who can:
  - Anticipate project needs.
  - Discern work priorities.
  - Meet deadlines.
  - Work with minimal supervision.
  - Work occasional evenings and weekends.
- Employees must provide outstanding customer service.
- Employees must be able to initiate and build positive relationships with staff, volunteers, residents, partners, and other stakeholders.

#### **Performance Factors:**

1. Decision-making – the MM uses good judgment in making decisions and makes decisions that mirror the mission and vision of OBI.
2. Leadership – the MM should set a positive example for all staff and volunteers of OBI. The MM should uphold the mission & vision of the Broadway District and OBI to the highest standard and empower others to do the same.
3. Relationships – the MM initiates, builds, and maintains good working relationships with all persons and organizations involved with OBI.
4. Results – the MM understands the impact of all decisions on the budget and financial well-being of OBI.
5. Communication – the MM must be able to communicate timely and effectively with all stakeholders and follow through on promises and expectations.

*To apply for this position, submit your resume to [brian@onbroadwy.org](mailto:brian@onbroadwy.org) no later than Sunday, May 16, 2021.*