

RED BANK RIVERCENTER
OPEN POSITION: MARKETING & PROMOTIONS COORDINATOR
JANUARY 2018

ABOUT RED BANK RIVERCENTER: Red Bank RiverCenter is the 501(c)(3) non-profit organization formed in 1991 to manage the Borough of Red Bank Special Improvement District. It is governed by a board of directors taken from businesses in the district and the community at large. It is self-funded by an assessment on commercial properties and its own fundraising efforts. RiverCenter works to make Red Bank the people's choice to live, work, play, dine and shop by promoting local merchants, recruiting new businesses, staging vibrant downtown events, and beautifying our streetscapes.

JOB TITLE: Marketing & Promotions Coordinator

JOB SUMMARY

The Marketing and Promotions Coordinator is responsible for planning and implementing programs within the organization that promote the Red Bank business district. Such programs include, but are not limited to, promotional events, social media campaigns, marketing collateral and advertising campaigns.

PRIMARY RESPONSIBILITIES

- Serve as staff liaison to the organization's marketing committee and any professional marketing agencies contracted by RiverCenter.
- Work with the Executive Director, the organization's marketing committee, and contracted professional agencies to create effective promotional events.
- Using the organization's project management system develop, implement and track work schedules for each event.
- Develop and track individual event budgets as approved by the Executive Director.
- Effectively communicate with business owners to market promotional events to recruit and manage business participation and event sponsors.
- Recruit and manage volunteers needed for events.
- Work with the organization's marketing committee and contracted professional agencies to develop and implement effective social media strategies to promote the Red Bank business district on social media sites including, but not limited to, Facebook, Twitter, and Instagram. Track and interpret social media analytics.
- Coordinate production of appropriate marketing collateral to promote the Red Bank business district, including development, proof-reading, printing, and distribution of such materials.
- Oversee implementation of approved media plan. Proofread all advertising submitted by RiverCenter or its marketing agencies and ensure adherence to deadlines.
- Oversee the organization's website. Work with contracted marketing agency to implement effective changes. Track and interpret website analytics.
- Perform other related duties as assigned.

QUALIFICATIONS & SKILLS

- Bachelor's degree preferred
- Two years of experience in event planning preferred
- Commitment to the mission of the organization
- Must be able to communicate effectively both verbally and in writing
- Ability to communicate persuasively with stakeholders
- Must be highly organized and have strong time management skills; ability to multi-task
- Ability to track and implement budgets

- Ability to generate new and imaginative ideas
- Ability to work effectively with a range of people in different roles, both inside and outside the organization
- Full knowledge of social media websites
- Excellent computer skills including familiarity with Microsoft Office, website management systems, and other on-line applications

SUPERVISOR

The Marketing & Promotion Coordinator reports directly to the Executive Director.

HOURS AND LOCATION

Hours for this full-time position are Monday through Friday from 9 am to 5 pm. The position also includes some evenings and weekends to attend municipal meetings and events. The position is located at RiverCenter's downtown Red Bank location.

COMPENSATION

The salary for this position ranges from \$37,500 to \$45,000 (negotiable, based on experience). Compensation also includes health insurance, two weeks' paid time off, comp time, and cell phone reimbursement.

TO APPLY

Submit resume, cover letter and writing sample to james@redbankrivercenter.org. Deadline to apply: February 28, 2018 or until position is filled.