



GRASS VALLEY DOWNTOWN ASSOCIATION • MARKETING COORDINATOR

Job Title: Marketing Coordinator

Job Location: 128 East Main Street, Grass Valley, CA

Reports to: Executive Manager

Job Type: 40 hours per week

Compensation and Benefits: Compensation will be commensurate with qualifications and experience.

Skills: Self-starter, a clear communicator, excellent writing and grammar, strong project management skills, highly detailed and team-oriented, highly autonomous, strong follow-through, high prioritization ability, strong time management, solid independent judgment, critical thinking, and problem-solving skills, work well in a fast-paced environment.

Candidate Requirements:

Education and/or Experience:

- ❖ BS/BA Degree in Marketing, Communications, Journalism, Public Relations, or related discipline
- ❖ 2+ years experience in coordinating major special events preferred
- ❖ 1-2 years of social media experience for a brand or agency

Technical Skills:

- ❖ Strong PC software/OS proficiency
- ❖ Ability to use Adobe Creative Suite with proficiency in Lightroom and/or Photoshop a plus

Organizational Overview

Founded in 1987, Grass Valley Downtown Association adopted the Main Street program to pattern their downtown plan. This comprehensive approach uses the four points of downtown revitalization: Organization, Promotion, Economic Restructuring, and Design.

The mission of the Grass Valley Downtown Association is to represent its general membership with a unified voice in the economic development and historic preservation of downtown Grass Valley and our community. Our mandate includes filling the needs of all our members, tracking business gains, public/private investment, and new jobs to the downtown area, assisting with expansions, relocations, and member education. In addition, property owner outreach and assistance are also vital in keeping our downtown properties occupied. In addition, we are involved in over a dozen other community-based organizations strengthening our relationship with other economic development organizations and non-profits to extend services to our members.

Primary Duty: The Marketing Coordinator is tasked with building capacity by planning for and implementing resilience through a specific set of goals established by the Board of Directors following the organization's Program of Work.

The Marketing Coordinator will serve as the prime leader in executing the GVDA's Program of Work with the targeted goal of achieving economic success through building strong relationships with the members of the

Downtown Business Improvement District, the planning, coordination, and execution of all fundraising events, and the management of social media marketing. In addition, the Marketing Coordinator will work directly with the Executive Manager and the Board of Directors to achieve the goals set forth to attain economic resiliency.

Responsibilities:

As the public face of the Grass Valley Downtown Association, serving as the GVDA's lead BID outreach liaison and coordinator; responsible for relationship building with all merchant and service members of the BID, working to create value in being a member of the BID by:

- ❖ Working directly with the Executive Manager, reporting progress to the GVDA Board of Directors, various committees, volunteers, participants, and partners
- ❖ Communicating with and personally interacting with each member of the BID, scheduling two visits per year with each
- ❖ Lead by Example: demonstrate integrity in all circumstances, "walk the talk" to motivate others to excellence, and follow through on promises and commitments
- ❖ Be Strategic and Innovative: anticipate and overcome challenges, be willing to ask the question "why?", and constantly look for ways to enhance the BID experience
- ❖ Assist with other business development responsibilities, as needed
- ❖ Assist the City of Grass Valley with tours of vacant locations for prospective business owners
- ❖ Work with prospective tenants to acquaint them with BID business protocol as related to doing business in downtown Grass Valley
- ❖ Coordinate business development training for prospective BID tenants as necessary
- ❖ Participate in business development strategy sessions and marketing of the BID and its members as outlined in Social Media Responsibilities
- ❖

Special Events coordination includes building special events programming, researching, creating, planning, and implementing all current and future Development-led events and all fundraising event activities by:

- ❖ Developing comprehensive plans and timelines for events.
- ❖ Overseeing events production, including content development, venue selection, site visits, collateral materials, data management, volunteer coordination, and event-day logistics.
- ❖ Preparing budgets and periodic progress reports for the Executive Manager and event chairs.
- ❖ Leading all event-related meetings and ensuring proper communication with chairs and staff regarding event goals, responsibilities, and follow-up.
- ❖ Developing and maintaining high professional standards and procedures for the production of events.
- ❖ Maintaining exemplary relationships with event chairs and vendors while identifying appropriate new business relationships
- ❖ Negotiating vendor contracts within strict budgetary parameters
- ❖ Day of on-site event management to orchestrate event from start to finish
- ❖ Conducting post-event debriefings to evaluate successful elements and challenges encountered, incorporating that information into the planning and execution of subsequent events.

Signature Fundraising Events:

- Valentine's Event - February
- Foothills Celebration-Brewfest - March
- Car Show – April
- Thursday Night Markets– June-July
- 4th of July Celebration
- Annual Sidewalk Sale- September
- Brewfest - October
- Safe Trick or Treat for preschoolers –October
- Downtown Holiday Market – November
- Annual Cornish Christmas – Fridays, November through December
- Tree Lighting Ceremony – Friday, November
- Donation Day Parade – Friday, December

Social Media Management tells the story of the GVDA and the community it serves. It brings social media initiatives to life through project management, content creation, photography, graphic design, excellent copywriting, social monitoring, and reporting on the strategy's effectiveness. Effective and successful media management duties include:

- ❖ Implement, optimize, and build social advertising for digital platforms
- ❖ Creating content, including photography and/or designing imagery for social media channels.
- ❖ Monitor and evaluate social media results monthly in coordination with the GVDA's goals and benchmarks.
- ❖ Create, manage, and grow the GVDA's presence across social media channels, including, but not limited to, Instagram, TikTok, Facebook, Twitter, Snapchat, LinkedIn, and YouTube
- ❖ Working knowledge and industry experience in planning, managing, and executing social media initiatives
- ❖ Have a comprehensive knowledge of trends, tools, applications, and emerging technologies in the social media space.

Other Responsibilities:

- Adhere to the policies and procedures of Grass Valley Downtown Association
- Maintains strict confidentiality of company and personnel information
- Demonstrates a strong commitment to the mission and values of the organization
- Adheres to company attendance standards
- Performs other duties as assigned

Application Process

To apply for this position, please submit your resume to info@downtowngrassvalley.com