



JOB POSTING PART-TIME MARKETING & EVENTS MANAGER

Organizational Background

Explore Millburn-Short Hills is seeking a part-time Marketing & Events Coordinator. “Explore” is the 501 (c)3 non-profit organization established to support and promote the businesses throughout the five areas of the town’s Special Improvement District (SID). Explore is managed by an Executive Director and a volunteer board. The organization’s office is located at Millburn Town Hall (375 Millburn Ave) and this role reports to the Executive Director.

Job Responsibilities

The position is responsible for day-to-day management of marketing and branding efforts, event coordination, live music scheduling and various administrative tasks

Branding & Placemaking

- Oversee meetings of the Marketing/Branding and Events Committees
- Create promotional signage, posters, banners etc. on an as-needed basis
- Manage, maintain and update organization’s website

Social Media/On-line marketing (Manage Platforms including Instagram, Facebook, LinkedIn and YouTube)

- Organize and produce merchant commercials for YouTube
- Produce original content for Instagram & Facebook on a frequent basis
- Develop weekly Weekend Warm Up newsletter and promotional email blasts
- Manage and expand email list
- Build social media followers and engagement, including SID constituents, community members, and potential visitors from nearby areas

Events

- Oversee the live music schedule from Spring to Fall including vendor management, calendar and marketing
- Assist Executive Director with coordination of holiday and other special events including Mother’s Day, Father’s Day, Halloween and Small Business Season/Christmas

Job Expectations

- Applicants should expect to work approximately 25-30 hours a week
- 5-day schedule is highly desired, with flexibility on work hours between 8:30AM and 4:30PM
- This role will be compensated on an hourly basis, at a rate commensurate with background and skill set

Qualifications

- Bachelor's Degree and minimum of 2+ years of experience marketing
- Demonstrable experience with MailChimp, Canva, Instagram, Facebook, YouTube, Excel, Wordpress and other relevant platforms is required
- Graphic design skills and an associated work portfolio are highly desirable
- Driver's license and personal vehicle are required

*Please email cover letter, resume and design portfolio (if available) to:
ExploreMSHjobs@gmail.com*

For more information, visit www.exploremillburnshorthills.org