



# Plainfield Special Improvement District

131 A North Ave, Plainfield Nj 07060

abel@plainfieldsid.org

732-200-7375

## Assistant Marketing Coordinator

### **Job Overview:**

The Marketing Coordinator for Plainfield SID will play a key role in enhancing the district's vibrancy and economic vitality through innovative marketing strategies. This position involves a balance of creativity, community engagement, and analytical skills, focusing on promoting Plainfield's unique business environment and community events.

### **Key Responsibilities:**

**Community Engagement:** Develop marketing initiatives that highlight the unique qualities of the Plainfield SID, engaging local businesses, residents, and visitors.

### **Campaign Management:**

Implement and oversee marketing campaigns tailored to the needs of Plainfield's diverse business community, including retail, dining, and service industries.

**Event Promotion:** Coordinate marketing efforts for SID-sponsored events, such as street fairs, cultural festivals, and business expos, to boost community participation and commerce.

### **Digital Presence:**

Manage and enhance Plainfield SID's online presence, including website, social media channels, and email marketing, ensuring consistent and appealing content.

**Collateral Development:** Create and distribute marketing materials, such as flyers, newsletters, and brochures, that promote the district and its events.

### **Stakeholder Communication:**

Act as a liaison between the SID, local businesses, city officials, and community organizations to ensure cohesive marketing efforts and community engagement.

### **Market Research:**

Conduct research to understand the needs of the business community and residents, using insights to shape marketing strategies.

### **Reporting and Analysis:**

Monitor the effectiveness of marketing campaigns and provide reports on key metrics to SID management and stakeholders.

**Qualifications:**

- \* Bachelor's degree in Marketing, Communications, or related field.
- \* 2+ years of experience in marketing, community relations, or event coordination.
- \* Familiarity with the Plainfield area and its business ecosystem.
- \* Strong skills in digital marketing, content creation, and social media management.
- \* Excellent verbal and written communication skills.
- \* Proven ability to work effectively with diverse community groups and stakeholders.
- \* Creative and strategic thinking, with an ability to bring fresh, innovative ideas to the role.

**Work Environment:**

This role involves both office work and on-site visits within the Plainfield SID. Flexibility to work during events, which may occur during weekends and evenings, is essential.

This role is perfect for someone who is passionate about community development and excited to be a part of Plainfield's growth and transformation. A successful candidate will bring a youthful, energetic approach to traditional marketing strategies.

Email cover letter and resume to [abel@plainfieldsid.org](mailto:abel@plainfieldsid.org)