

New Brunswick City Market, Inc.
Marketing Strategist/Events Manager

Job Description

Organizational Background:

New Brunswick City Market, Inc. (NBCM) is the nonprofit district management corporation that serves as the primary agency promoting and enhancing the economic and social vitality of the New Brunswick Special Improvement District (SID).

Job Description

Reporting to the Executive Director and Board of Directors, the Marketing Strategist/Events Manager is responsible for directing the creative vision and marketing strategy for the organization and serve as the primary coordinator between City Market leadership, Board of Directors, City Center members, and executive staff and the contracted marketing firm. This highly motivated person will lead the development and execution of marketing strategy, campaigns, event planning, and community engagement initiatives to promote New Brunswick City Center as a vibrant destination. In-office work location – Remote work permitted with pre-authorization from the Executive Director.

Key Responsibilities:

- Help develop and oversee consistent branding guidelines and a style guide
- Serve as the primary liaison between City Center leadership, including executive, and Board committees, and the marketing firm
- Develop and manage creative concepts and outputs, including print, website, social media, and promotions
- Conduct market research, competitive analysis, tracking, and event management including KPIs
- Create and manage an 18-month calendar for marketing campaigns and events, including budgets
- Conceptualize, coordinate, and execute events to ensure seamless and successful experiences.
- Identify potential sponsors and coordinate outreach, including creation of grant applications
- Provide regular reports to City Center Board of Directors with actionable insights and data-driven recommendations
- Cultivate and maintain strong relationships with stakeholders, local businesses, residents, and cultural organizations
- All other duties as assigned

Qualifications

- BA or BS degree in marketing, communications, or a relevant field.
- Minimum of 2 years of marketing, event management, development experience
- Possess strong marketing, design, and writing skills
- Proficiency with social media platforms and advertising, digital analytics, event creation
- Ability to multi-task, meet strict deadlines, and work independently and in teams
- Proficient in Microsoft Office applications, Google Analytics/Tag Manager, Photoshop, Canva, Constant Contact, or equivalent media editing & email tools. Photography and videography experience a plus
- Ability to work on weekends and evenings as necessary
- A valid driver's license for off-site events is required
- Must be able to transport equipment and be able to lift 15lbs
- Bi-lingual: English and Spanish fluency a plus

Disclaimer

This job description has been designed to indicate the general nature and level of work performed by employees. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees to perform the job. City Market, Inc. reserves the right to assign or otherwise modify the duties assigned to this classification.

Job Type: Full-Time Hybrid

The selected candidate will provide thought leadership, demonstrate a deep understanding of trends in marketing, distribution channels and the competitive landscape; and serve as the representative with City Center to launch events and initiatives. The successful candidate will continuously bring new opportunities for cutting edge marketing and event practices and tactics forward.

Benefits:

Medical & Prescription Plan

Dental Insurance

Life Insurance Plan

Paid Time Off & Holiday Pay

Flexible Event Schedule (for event coverage)

Simple IRA Plan (option)

Simple IRA employer funding

Business Cell Phone

*Parking – Discounted parking

Salary Range \$60,000 - \$80,000 Commensurate with experience

Location: The company's primary office is located at 109 Church Street, New Brunswick, NJ

How to Apply

Please send a resume and cover letter in PDF format using the subject line "NB Marketing Strategist & Events Manager" to Pstefanek@newbrunswick.com. Applications will be considered on a rolling basis. Only candidates who are being considered will be contacted.