

MONTCLAIR CENTER BID

GREAT AMERICAN MAIN STREET AWARD WINNER 2015

Position: Marketing and Events Director
Reports to: Executive Director
Hours: This is a full-time, hourly, non-exempt position. Hours will typically be 35 hours per week (typically less than 40 hours per week). Additional hours may be necessary from time to time to attend and participate in board meetings, committee or working group meetings, and BID programs and events, as requested by the Executive Director.

Overview of Role: The Marketing and Events Director has overall responsibility for execution of the BID's events schedule and marketing efforts on behalf of the Montclair Center BID, BID members, and Montclair Center as a whole. The Director will work closely with the Executive Director and Deputy Director on extensive, ongoing collaborative engagement of all BID members and stakeholders. These efforts are meant to inform and educate our members, as well as promote Montclair Center to local and regional audiences.

Duties and Responsibilities:

- Organize and promote marketing and promotional efforts and direct the implementation of BID programming and events, including vendors, talent, rentals and event staffing.
- Oversee the BID's social media strategy on a macro level, while ensuring that ongoing social media activity is assigned and performed by additional staff members or consultants.
- Respond to BID small business needs with creative solutions such as social media posts, minievents, and marketing strategies.
- Plan and execute major BID events including but not limited to: Springfest, Oktoberfest, Small Business Saturday, Tree Lighting. Additional events may be required as circumstances dictate.
- Provide day-of, onsite management of all aspects of BID programs and events, including problem-solving, greeting vendors and attendees, directing event set-up and break-down, and coordinating and communicating with other BID staff and outside entities (such as Township employees), etc.
- Develop and executive members-only events such as educational programs, meet and greet events and the annual meeting.
- Create and maintain event budgets for all BID programs and events and BID expenses related to partner events, as applicable.
- Seek out promotional opportunities and advertising related to BID programming, events and happenings in Montclair Center, to further the mission of the BID.
- Maintain a strong working relationship with vendors, venues, BID businesses, and cultural partners.
- Staff co-lead on the BID Marketing and Programming Working Group.
- Additional duties and responsibilities, as requested by the Executive Director.

Qualifications:

- Bachelor's degree and/or 5+ years experience in one or more of the following areas: marketing, communications, community engagement, programming and event management, public relations, and/or non-profit communications or management.
- Must be highly organized and detail-oriented.
- Excellent verbal and written communications skills are required.
- Attendance at committee and/or board meetings will be required.
- Must be capable of collaborating as a productive and thoughtful member of a team, while also being able to implement certain responsibilities in a largely independent manner.
- Must possess an entrepreneurial and creative spirit and the ability to work in a dynamic, fast-paced environment.
- Must have the utmost appreciation of and ability to handle a myriad of tasks, large and small, as required by staff members of a small organization.
- A customer service-oriented attitude and approach is paramount.