



## Events & Marketing Coordinator

The Downtown Oshkosh Business Improvement District was established in 1987 to assist downtown business owners and coordinate their marketing, promotion, property management, revitalization, and retention program efforts. The BID assists with new business development initiatives and gives downtown property and business owners a role in directing the activities within the district.

The Downtown BID is in search of a motivated and energetic downtown events and marketing coordinator to organize and execute all internal and external BID events. The Events and Marketing Coordinator will also develop and implement new events that generate traffic to the downtown area. Along with these duties, this individual will generate content for social media and other forms of advertising as well as assist the BID Manager with overall marketing coordination. The Events and Marketing Coordinator will report directly to the Downtown BID Manager.

### Duties:

- Ensure all necessary event permits are properly submitted and approved
- Confirm availability on event days to ensure event runs smoothly
- Effectively communicate event information to downtown business owners and event participants
- Manage event ticketing and registration
- Coordinate the ordering and creation of all event materials and ensure events remain within budget
- Prepare press releases, content and correspondence for all downtown events
- Promote all events online through social media and on the Downtown Oshkosh website
- Represent the BID and promote BID events on radio and television
- Graphically design all event materials such as event maps, signs and flyers
- Coordinate photographer and/or videographer for events for future promotion
- Recruit the necessary number of volunteers for each event and put together volunteer plans for events
- Coordinate event set up and take down for all events (This may include setting up tents, tables, event signage, etc.)
- Manage post-event surveys for both attendees and business owners and find creative solutions to problems or negative feedback
- Organize and inventory all event materials



- Propose ideas for new downtown events that draw traffic to Downtown Oshkosh
- Coordinate monthly business mixers and gatherings to inform businesses of upcoming events, BID updates and downtown news
- Visit downtown businesses and gather content for social media and other marketing promotions
- Create social media posts promoting downtown businesses and organizations, upcoming events, and BID projects
- Coordinate other volunteer efforts as needed throughout downtown
- Assist the BID Manager as needed and perform other duties and responsibilities as assigned

#### Candidate Qualifications:

- Bachelor's or associates degree in Event Planning, Marketing, Communications or similar fields
- Minimum of 2 years experience in event planning is preferred
- Proven experience in customer service, marketing and working in a team setting
- Flexibility and willingness to work irregular hours, nights and weekends in support of District events, programs and promotions
- Proficient in Microsoft Office, Word, Excel, Google Docs, Dropbox, email campaign management softwares and all social media platforms
- Experience with graphic design software such as Adobe Photoshop, Illustrator, InDesign or Canva is required
- Knowledge and involvement in the community is highly recommended and preferred
- Valid driver's license and ability to lift 50 pounds

This position description is a general overview of the responsibilities of the Events and Marketing Coordinator. Duties and responsibilities are subject to modification occasionally, with or without prior notice. In order to perform the necessary duties and responsibilities of this position, the selected person must possess the skills and abilities to perform all of the listed duties and responsibilities proficiently.

Salary Range: \$38,000 - \$43,000 depending on experience

To Apply: Please email a cover letter and resume to [jessie@downtownoshkosh.com](mailto:jessie@downtownoshkosh.com). Submissions without a cover letter will not be considered. Accepting applications until February 15th.

Start Date: March 2024