

1. POSITION IDENTIFICATION

Title Marketing & Promotions Director

Reports to Executive Director

Salary Yes

Employment Status Full Time / Salaried

Benefits* Paid Vacation, Health Reimbursement Plan, 401(k), Cell Phone Allowance
*Benefits package is currently in review with Executive Board

2. POSITION OBJECTIVE

- Coordinate SBVC Promotions and Events in cooperation with other staff members, board of directors and limited community volunteers.
- Develop event goals, detailed budgets, advertising/marketing plans and fundraising as needed for both events and community member promotions.
- Marketing of SBVC Promotions and Events through print, ENews, radio and social media efforts.

3. COMPETENCIES REQUIRED

The following competencies are required for this position:

Communication	Must have excellent oral and written communication skills in order to successfully market SBVC in a positive and energetic manner (social media, press releases, communications with members & visitors). Must also have positive public relations skills and persona for members, visitors, city residents and community partners.
Team work	Must exhibit positive team coordinating skills in order to motivate volunteers, coworkers and community members in a cooperative effort towards a successful outcome. (Successful outcome can mean a successful event for the SBVC (either monetarily or by attendance) OR Sturgeon Bay community OR

	SBVC members.)
Self-Management	Must be able to manage and complete multiple projects without supervision or direction. Must also be able to multi-task several events and projects at once.
Planning and organizing	Must be detail oriented and able to manage several projects at once. Must be able to keep timing of mailings, city paperwork, marketing tasks, press releases running smoothly in order for events to be successful.
Technology	Must be proficient in Microsoft Word, Publisher, Excel, Outlook, Adobe In-Design, Photoshop, Adobe Illustrator. It would be extremely beneficial for marketing purposes if person was proficient in all of the above. Must have social media marketing skill set (Facebook, Twitter, Instagram, Hootsuite and other social media outlets that may arise in popularity).
Physical Requirements	Must be able to lift a minimum of 40 pounds and be physically mobile. This position requires working outside for extended periods of time in varying weather conditions and includes hauling of tents, tables, and event garbage.
Driver's License	Must have a valid driver's license.
Work Schedule	Must be able to work weekends and evenings for events with varying workload demands. There is flex-time scheduling when applicable.

4. Job Duties	
Event Duties:	<ul style="list-style-type: none"> ▪ Develop marketing plans, press releases, brochures, posters, radio and print ads and other promotional materials. ▪ Develop event budgets. ▪ Write grants for various events when appropriate. ▪ Fill out appropriate city paperwork for events: Street closure applications, liquor licenses, shelter requests applications, agreement for reimbursement of expense forms, and hold harmless and indemnification agreements. ▪ Create artist applications and mail accordingly. ▪ Solicit artists for appropriate event(s). ▪ Jury artists when appropriate. ▪ Create food vendor applications and mail accordingly. ▪ Solicit food vendors for appropriate event(s). ▪ Solicit event sponsorships. ▪ Solicit musicians for events. Write contracts for musicians. ▪ Solicit additional entertainment if needed for events. (i.e. clowns, magicians, etc.)

	<ul style="list-style-type: none"> ▪ Secure beer wagon for SBVC events. ▪ Create vendor placement maps and mail vendors their placements. ▪ Schedule port-o-potties, dumpsters, and electrical panels for events. ▪ Purchase prizes and ribbons. ▪ Purchase & have delivered ice, snow blocks, & supplies for Fire & Ice event. ▪ Review, approve & initial invoices from various vendors so SBVC finance personnel can pay them. ▪ Send out volunteer thank you notes for each completed event. ▪ Order any needed supplies for events, (i.e. cups, napkins, coffee, balloons, lanyards, name badges, chairs, ice blocks, snow blocks, sturgeon, food etc....) ▪ Secure hotel rooms for any special attendees, (i.e. judges, carvers, musicians, etc....) ▪ Order street art to be made several months in advance of deadline date for artists. ▪ Order street art posts and hardware several months in advance. ▪ Procure auctioneer for auction. ▪ Find volunteers and bartenders for events as needed. ▪ Procure fireworks engineer for 4th of July fireworks event. ▪ Procure tug boats and barge for fireworks. ▪ Solicit stores for participation in Sidewalk Sale Day. ▪ Hang event banners 1 month prior to events. ▪ Deliver event posters 1 month prior to events. ▪ Put up lawn signs for various events 1 day before event. ▪ Solicit professional photographers for marketing purposes when needed. ▪ Hire Santa for parade and photos with Santa. ▪ Hire horse and buggy for Santa. ▪ Photograph all events for future marketing purposes. ▪ Post photos on social media immediately to keep excitement & momentum of event going. ▪ Maintain photo library of events to be used for promotion and history. ▪ Update various partner websites with SBVC event dates, event descriptions, photos etc.... (i.e. Harbor Towns, Wisconsin Dept. of Tourism, Wisconsin Art Fair Directory, Festival Network Online, local TV stations, local radio stations etc....) ▪ Manage an approximately \$160,000 event budget for approximately 10 SBVC events.
<p>Office Duties include but are not exclusive to:</p>	<ul style="list-style-type: none"> ▪ Answer phones professionally and expeditiously. ▪ Assist Sturgeon Bay Visitor Center guests with information about both Sturgeon Bay and Door County. ▪ Assist with sale of Sturgeon Bay Gift Certificates. ▪ Maintain event records for future reference. ▪ Edit most communications sent out to members and community. ▪ Assume that this position will open the office and close the office with hours of 9 am – 5 pm Monday-Friday.
<p>Miscellaneous Duties:</p>	<ul style="list-style-type: none"> ▪ Tend to interior office upkeep and exterior building as necessary. (SBVC contracts cleaning and building maintenance.)

Membership Duties:	<ul style="list-style-type: none"> ▪ Facilitate special projects as needed (i.e. First Fridays, trade shows, etc...). ▪ Write Enewsletter articles. ▪ Work in conjunction with website host to keep information on website up-to-date and fresh. ▪ Keep mailing lists up-to-date and accurate for: general artists & crafters, fine art fair artists, fire and ice invitations, July 4th donations, membership drive, and street art artists and invitation list. ▪ Facilitate event meetings with SBVC staff, volunteers and members when needed. ▪ Assist in membership drive in any capacity needed. (i.e. recruitment, emails, letters, phone calls or drop in to potential new members etc.) ▪ Solicit and gather post event feedback from participating members, attendees and vendors. This information is to serve as a clear and informative follow up for the next year's event.
Bulk Mailings:	<p>Assist Information Specialist position with bulk mailings:</p> <p>January – 1st week = Fire & Ice invitation with menu choices. March- 1st or 2nd week= Crafters & Artist mailing event schedule & applications. June- 1st week= July 4th donation request. September- 1st week= Sturgeon Auction Invitation mailing. September- last week, or first week in October= Membership Drive November- last week= Fire & Ice Save the Date December- last week= Fine Art Fair artist application.</p>
5. PERSON SPECIFICATION QUALIFICATIONS/KNOWLEDGE/EXPERIENCE	

Knowledge, Skills & Experience (Essential):

College degree preferred. High School graduate or equivalent may be considered. **Excellent oral and written communication skills.** Candidate possesses public relations skills and abilities in addition to marketing experience. Able to manage and complete multiple projects without supervision. Computer skills including proficiency with Mac and Adobe In-Design are essential.

Knowledge, Skills & Experience (Highly Desirable):

Computer programs: Microsoft Publisher, Adobe Photoshop, and Adobe Illustrator highly desirable.

6. ORGANIZATIONAL RELATIONSHIPS/AUTHORITY

ORGANIZATIONAL RELATIONSHIPS

Reports to: Sturgeon Bay Visitor Center Executive Director and Board of Directors

Manages: Volunteers, vendors (food, artists, crafters, musicians etc....)

Internal Contacts: Executive Director, Finance Personnel, Information Specialists and Seasonal Staff

Position works directly with outside marketing firm to develop overall marketing plan for website, ENews, annual activity guide and social media.

External Contacts: Sturgeon Bay Police Department, Sturgeon Bay Fire Department, Door County Sheriff Department, Sturgeon Bay Park and Recreation Department, Sturgeon Bay Utilities, SBVC Members, Door County Visitor Bureau staff, radio stations, local print media, various marketing personnel from a variety of sources, artist & crafter vendors, food vendors, music vendors, local non-profit agencies, sales representatives from a variety of sources.

ORGANIZATIONAL AUTHORITY

Decisions made in the position:

- Musician hiring
- Vendor hiring (food, artists, crafters, musicians etc....)
- Artist approvals
- Marketing designs for events as well as overall marketing budget
- Social media marketing

Decisions referred:

- Any expenses above \$500 need to be approved by Executive Director and/or Board of Directors.
- Final budget needs to be approved by Executive Director and/or Board of Directors.

ACKNOWLEDGEMENT

This job description has been designed to indicate the general nature and level of work performed by the employee within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees assigned to the role.

Employee: _____ Direct Manager: _____

Signature: _____ Signature: _____

Prepared by: _____ Date Issued: _____