



# Marketing & Events Director Job Posting

## POSITION IDENTIFICATION

Title : Marketing & Events Director  
 Reports to : Executive Director  
 Salary : Yes (Base Salary between \$39,000 - \$42,000)  
 Employment Status : Full Time / Salaried  
 Benefits\* : Paid Vacation, Health Reimbursement Plan, Simple IRA, Cell Phone

## POSITION OBJECTIVE

- Coordinate Destination Sturgeon Bay (DSB)'s Promotions and Events in cooperation with other staff members, Board of Directors and volunteers.
- Develop events goals, detailed budgets, advertising/marketing plans and fundraising as needed for both events and community member promotions.
- Marketing of DSB Promotions and Events through print, radio, television and social media efforts.

## COMPETENCIES REQUIRED

Communication	Must have excellent oral and written communication skills in order to successfully market DSB in a positive and energetic manner (social media, press releases, member & visitor communications). Must also have positive public relations skills for members, visitors, city residents and community partners.
Team Work	Must exhibit positive team coordinating skills in order to motivate others in an effort towards a successful outcome. <i>Successful outcome can mean a successful event for DSB (either monetarily or by attendance) or City of Sturgeon Bay.</i>

Self-Management	Must be able to manage and complete multiple projects without supervision or direction.
Planning & 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, etc.
Technology	Must be proficient in Microsoft Word, Excel, Adobe In-Design, Photoshop, Adobe Illustrator. Must have social media marketing skill set (Facebook, Twitter, Instagram, Hootsuite, etc.). Skillset in short video production through iMovie or the like is helpful. <i>Training will be available, so a willingness to learn is ideal.</i>
Physical Requirements	Must be able to lift a minimum of 40 pounds and be physically mobile. Requires working outside in varying weather conditions and includes hauling of tents, tables, and event garbage.
Work Schedule	Must be able to work weekends & evenings for events with varying workload demands. Flex-time scheduling when applicable.

**JOB DUTIES**

Event Duties	<ul style="list-style-type: none"> <li>● Develop marketing plans, press releases, brochures, posters, radio and print ads and other promotional materials.</li> <li>● Fill out appropriate city paperwork for events.</li> <li>● Create food vendor applications and mail accordingly.</li> <li>● Solicit food vendors, sponsors, musicians (or additional entertainment) for appropriate event(s).</li> <li>● Create vendor placement maps and mail vendors their placements.</li> <li>● Gather post event feedback from participating members, attendees and vendors.</li> <li>● Distribute event banners one month prior to events.</li> <li>● Solicit professional photographers for marketing purposes.</li> <li>● Photograph all events for future marketing purposes.</li> <li>● Post photos on social media immediately to keep excitement &amp; momentum of event going.</li> <li>● Maintain digital asset library of events to be used for promotion and history.</li> <li>● Manage an approximately \$160,000 event budget for approximately 10 DSB events</li> </ul>
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Office Duties include but not exclusive to :	<ul style="list-style-type: none"> <li>● Answer phones professionally and expeditiously.</li> <li>● Assist DSB guests with information about both Sturgeon Bay and Door County.</li> <li>● Assist with sale of Sturgeon Bay Gift Certificates.</li> <li>● Maintain event records for future reference.</li> <li>● Edit communications sent out to members and community.</li> <li>● Assume that this role will open the office and close the office with hours of 9:00am - 5:00pm Mondays - Fridays.</li> </ul>
Miscellaneous Duties :	<ul style="list-style-type: none"> <li>● Tend to office upkeep and exterior building as necessary. <i>DSB contracts cleaning and building maintenance.</i></li> </ul>

## PERSON SPECIFICATION

Qualifications / Knowledge / Experience

Knowledge, Skills & Experience (ESSENTIAL) :

- College degree preferred.
- Excellent oral and written communication skills.
- Candidate possesses public relations skills 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, although training is available.

Knowledge, Skills & Experience (HIGHLY DESIRABLE) :

- Computer programs :
  - Microsoft Publisher
  - Adobe Photoshop & Adobe Illustrator

## APPLICATION DEADLINE

DEADLINE FOR APPLICATION : Monday, January 31, 2022

Submit Application including Cover Letter and Resume to: [cameryn@sturgeonbay.net](mailto:cameryn@sturgeonbay.net)

OR

US Mail/Hand Delivery to: Cameryn Ehlers-Kwaterski (Destination Sturgeon Bay)  
36 S. 3rd Ave. | Sturgeon Bay, WI 54235

*The above description is a general nature of work being performed by people assigned to this job.*

*It is not intended to be an exhaustive list of specific responsibilities.*

*Destination Sturgeon Bay is an Equal Opportunity Employer.*