



Joliet City Center Partnership

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Job Description: Marketing & Event Manager

The Marketing and Event Manager reports to the Executive Director and is expected to work to project a positive image for Downtown Joliet and the Cass and Collins Street Corridors through advertising, public relations, events and promotional activities while promoting the area as a destination to residents and visitors and encouraging the patronage of businesses within the Special Service Area. This includes but is not limited to the following:

Event Management

- Responsible for planning and implementing multiple large-scale events, bringing an anticipated average of 5,000 event patrons to the downtown business district.
- Manage/oversee each event day from set up to tear down (requirement: ability to perform physical labor – carrying event props up and down from basement).
- Oversee individual event budgets to ensure they comply with the overall budget approved by the Board of Directors as well as secure sponsorships for events.
- Facilitate and manage all event committees and meetings.

Marketing

- Serve as the main point of contact with our marketing consulting firm including providing direction to the firm.
- Serve as a marketing advisor and resource for small business owners within the Special Service Area, encouraging them to market their location as a destination.
- Brainstorm ideas for affordable and collaborative advertising and partnership opportunities for special service area businesses (present those ideas to the Marketing Committee to be vetted).
- Create and distribute all written work necessary to market all CCP events and collaborations (ie: press releases, news content).
- Assist board appointed Marketing Committee chairperson with the organization and maintenance of the Marketing Committee (ie: agenda creation, committee communication, meeting handouts).
- Attend all committee meetings, staff meetings, and some City of Joliet committee meetings as assigned by the Executive Director.
- Manage and maintain City Center Partnership's social media accounts (multiple Facebook pages, CCP Twitter, CCP Instagram).

- Create and distribute CCP newsletters and other electronic mail blasts relevant to the special service area using Constant Contact (includes event flyers for other downtown businesses/organizations).

Business Relationship Management

The following will be done in collaboration with the Executive Director:

- Cultivate strong relationships with the City of Joliet, community members, and Special Service Area business owners.
- Communicate with Special Service Area business owners any happenings that may affect his or her business (ie: construction, street closures, etc.).
- Respond to complaints, questions and other daily correspondence with the public regarding the Special Service Area and all things relevant to CCP.
- Educate business owners on the business incentives available through CCP.
- Other duties as assigned.

The successful candidate will have the following experience and skill set:

- Proven track record managing and executing large-scale events
- Familiarity with social media platforms
- Ability to multitask
- Excellent written and verbal communication skills
- Ability to perform under pressure with multiple deadlines

Qualifications to fill this position include working knowledge of the following:

- Microsoft Office
- Outlook
- Wordpress (not required but preferred)
- Constant Contact
- Social Media: Facebook, Twitter, Instagram, LinkedIn

Education Requirements include a bachelor's degree in Communications, Public Relations, Marketing or a related field of study. Preference will be given to applicants with 3-5 years of related experience. Salary starting at \$55,000 commensurate with experience.