

Communication and Events Director

Downtown Fond du Lac Partnership

Overall Responsibility:

This position serves as the primary contact for special events, marketing and communications for the Downtown Fond du Lac Partnership. Responsible for the implementation and maintenance of marketing and special event programs outlined by the Board of Directors for the Downtown Fond du Lac Partnership. The development and implementation of marketing materials, press, and fund raising is necessary for this position.

Management Style:

It is essential for the person in this position to develop relationships with community partners and maintain familiarity with community and local business happenings. It is also essential to maintain cooperative working relationships and gain the support of business owners, volunteer committee members, and serve as an ambassador for Downtown Fond du Lac.

Qualities:

Excellent communication skills. Personable, organized and responsible self-starter with a flair for creative design.

Proficiencies:

An eye for creative social media and marketing solutions. Experience in the use of the Adobe Creative Suite, website management, and Microsoft Office programs, including Microsoft Access is a plus.

Detailed Duties:

- **Special Events** – Planning all aspects of downtown special events including but not limited to Farmers Market and Fondue Fest. Skill set must include sponsorship sales, event planning, financial management, vendor relations, advertising design, promotion and onsite management.
- **Marketing** – Oversee and implement all aspects of the downtown marketing campaign including writing and designing all promotional pieces. Creativity in creating new downtown promotions, social media campaigns and website usage.
- **Special Programs** – Research and implement new programs as identified by the standing and ad hoc committees.
- **Communication** – All aspects of writing, designing and distributing the monthly newsletter. Writing and distributing press releases. Continuously growing social media and website outreach.
- **Supervisory** - Hiring and management of marketing interns and Farmers Market staff.

Physical Requirements:

The Communication and Events Director of the Downtown Fond du Lac Partnership must meet the following physical requirements: lift up to 50 pounds, stand, sit, walk, for various amounts of time, and must have valid drivers license in order to operate a motor vehicle.

Accountability:

Reports directly to the Executive Director of the Downtown Fond du Lac Partnership and works in concert with the Board of Directors for the Downtown Fond du Lac Partnership.

Benefits:

Full time salaried position
Paid Time Off
Life and disability insurance
IRA after one year

To Apply:

Email resume with a letter outlining why you believe you are the right candidate for this position. Send to Amy Hansen, Executive Director amy@downtownfdl.com. All inquiries will remain confidential.

Revised November 2018