



MARKETING COORDINATOR

Effective Date: October 1, 2017

Position Reports To: Executive Director

Hours: Position is a full-time

Salary: Up to \$50,000.00 – **Compensation commensurate with experience**

The Wynwood Business Improvement District seeks to hire a marketing professional in order to develop, establish and maintain the Wynwood brand in addition to developing new marketing strategies and coordination of local & BID sponsored events.

Main Job Tasks and Responsibilities

- manage and coordinate all marketing, advertising and promotional staff and activities
- analysis of customer research, current market conditions and competitor information
- develop and implement marketing plans and projects for new and existing products
- manage the productivity of the marketing plans and projects
- monitor, review and report on all marketing activity and results
- determine and manage the marketing budget
- deliver marketing activity within agreed annual budget
- develop comprehensive media purchase plan – If approved by Board
- liaison with PR agency, media and advertising outlets
- conduct market research to determine market requirements
- Manage Wynwood Business Improvement District Twitter & Facebook Accounts
- Seeking of sponsorships – Local, National and Regional
- BID Event funding coordination for Marketing Committee

- General Public relation services – generate contacts with local & national periodicals
- Website - Maintaining the store directory, Insertion of News (BID related stories), Income generating possibilities
- Marketing of BID brand
- Overseeing BID funded events, checking that BID interests are met (banners, publications)
- Sending event surveys, maintaining totals for yearly evaluation
- Coordination of weekly publication of “Deals & Doings” via Constant Contact or other – If created
- Possible creation of BID events via partnerships
- Interaction with GMCVB & Hotel Committee – Attend meetings
- Working with Marketing Committee Chair
- Composing and Maintaining Marketing Meeting Minutes
- Knowledge of Wordpress preferred – Microsoft Office
- Knowledge of Constant Contact or other related
- Knowledge of Twitter, Facebook, Instagram, Constant Contact

Education and Experience

- business or marketing-related degree or equivalent professional qualification
- experience in all aspects of developing and maintaining marketing strategies
- technical marketing skills
- relevant product and industry knowledge
- experience with relevant software applications (Word Press)

Key Competencies

- excellent written and verbal communication skills
- organization and planning
- problem analysis and problem-solving

- team-leadership
- formal presentation skills
- adaptability
- innovation
- decision-making
- collaboration