



## **Marketing, Events & Social Media Director Milwaukee Downtown, BID #21**

### **Milwaukee Downtown, BID #21 Mission Statement**

*We lead and inspire believers in Milwaukee to engage in efforts that build Downtown as the thriving, sustainable, innovative, and vibrant heart of the community.*

### **SUMMARY**

The Marketing, Events & Social Media Director will be responsible for the implementation and coordination of a variety of special events that play a critical role in promoting Downtown Milwaukee as a vibrant location for business, an exciting destination for arts, culture and entertainment, and a place of choice in which to live and visit. The Marketing, Events & Social Media Director will be responsible for managing the organization's social media platforms. The Marketing, Events & Social Media Director will provide marketing and communication support to the Chief Executive Officer that pertains to the implementation of the Organization's Five-Year Strategic Plan. The Marketing, Events & Social Media Director will be responsible for fundraising and sponsorship initiatives that will directly fund and benefit our key downtown events and program.

### **DUTIES & RESPONSIBILITIES**

#### **Special Events and Fundraising**

- Milwaukee Holiday Lights Festival:
  - Identify and pursue relationships to solicit financial partners and sponsors to underwrite the cost of the event, including ensuring sponsor benefit fulfillment
  - Manage coordination for Community Spirit Park, including:
    - Maintain local school database
    - Manage outreach to schools to solicit participation in tree decorating
    - Work with organizational partners and school officials to schedule and facilitate tree-decorating events
  - Assist with planning, preparation and implementation of the Kick-Off event, including:
    - Scout talent for performances
    - Work with production team to develop show flow, schedule and logistics
    - Coordinate onsite vendors
    - Serve as connector and organizer between production partners
  - Plan and coordinate sponsor and VIP post-kickoff party, including:
    - Coordinate with venue
    - Manage guest list and invitations
    - Oversee registration process
  - Plan and coordinate Cocoa with the Clauses event, including:
    - Work with Ambassador team to develop site map and event format
    - Coordinate giveaway items
    - Coordinate onsite vendors

- Serve as point-person for day-of event execution
  - Assistance with the Jingle Bus planning and promotions, including:
    - Coordinate with staff and site host to develop Jingle Bus footprint
    - Draft and update tour script
    - Draft, update and test tour route
  - Manage Santa’s Mailbox program, including:
    - Maintain and cultivate relationships with letter-writing partners
    - Coordinate logistics related to supplies, letter delivery, postage, tracking and reporting
  - Manage the Milwaukee Holiday Lights Festival contest prize drawing, including:
    - Solicit and collect contributions for prize drawing
    - Assemble prize packages and administer prize drawing
    - Conduct statistical and geographical analysis of contest entry forms
    - Track and report on metrics
  - Assist with proofing and contributing to event guide
  - Work closely with agency of record and assist with media opportunities
  - Prepare final report with metrics to share with sponsors and board members
- Taste and Toast:
  - Identify and pursue relationships to solicit financial partners and sponsors to underwrite the cost of the event, including ensuring sponsor benefit fulfillment
  - Maintain updated bar and restaurant database
  - Prepare correspondence soliciting bar and restaurant participation
  - Coordinate mandatory meeting of participants
  - Prepare support materials for participants, including registration and menu forms, memoranda for posting, marketing assets, social media resources, and more
  - Collect and track participant submissions, including registration, menu forms, logos, payments and gift cards
  - Maintain ongoing contact with participants throughout event planning and execution stages
  - Develop and publish event survey, including synthesizing and packaging data for participants
  - Work closely with agency of record and assist with media opportunities
  - Gather statistical data of event for research purposes
  - Prepare final report with metrics to share with participants, sponsors and board members
- Downtown Dining Week:
  - Identify and pursue relationships to solicit financial partners and sponsors to underwrite the cost of the event, including ensuring sponsor benefit fulfillment
  - Maintain updated bar and restaurant database
  - Prepare correspondence soliciting bar and restaurant participation
  - Coordinate mandatory meeting of participants
  - Prepare support materials for participants, including registration and menu forms, memoranda for posting, marketing assets, social media resources, and more
  - Collect and track participant submissions, including registration, menu forms, logos, payments and gift cards

- Maintain ongoing contact with participants throughout event planning and execution stages
  - Develop and publish event survey, including synthesizing and packaging data for participants
  - Work closely with agency of record and assist with media opportunities
  - Gather statistical data of event for research purposes
  - Prepare final report with metrics to share with participants, sponsors and board members
- Downtown Employee Appreciation Week:
    - Identify and pursue relationships to solicit financial partners and sponsors to underwrite the cost of the event, including ensuring sponsor benefit fulfillment
    - Develop program grid and schedule of events, including morning, lunch and evening programs
    - Coordinate corporate competitions, including volleyball, trivia and other sport activities
    - Solicit and collect giveaway items, including prizes and daily lunch items
    - Coordinate staff-wide meetings for logistical and planning purposes
    - Serve as point-person for day-of event execution
    - Ongoing management of Human Resource Director database
    - Prepare final report for distribution to sponsors and board members
- Annual Meeting:
    - Work with CEO and staff team to determine venue, program and invitation list
    - Coordinate with vendors on all event logistics, including food and beverage, giveaway items, AV and venue details
    - Assist with dress rehearsal, day-of set-up and registration process
    - Represent Milwaukee Downtown as requested during event program, including presenting on annual accomplishments in marketing, events and social media

### **Social Media Management**

- Manage Milwaukee Downtown's social media pages, including Facebook, Twitter, Instagram and LinkedIn
- Write, schedule and post organic content to promote our events and initiatives and our partners' events and initiatives
- Maintain and curate user-generated content model on Instagram, including requesting permissions, obtaining photos, and ensuring proper credit attributions
- Plan and execute social media giveaways, including obtaining prizes, writing contest rules, posting content, monitoring entries, drawing and alerting winners, and coordinating prize assembly
- Integrate a variety of media across social platforms, including videos, photos, articles and more
- Monitor and respond to comments and messages
- Monitor partners' social media pages for content to cross-promote
- Stay current on new social media applications and trends
- Utilize analytic software to monitor, track and report on monthly follower growth, impressions, reach, engagement, top content and more
- Continue to grow followers, reach/impressions and engagement rates

### **Influencer Management**

- Work with core influencers to develop annual strategy and tactics for reaching varied audiences
- Consult with influencers to integrate influencer partnerships into existing events and new initiatives
- Collaborate with core influencers to develop content schedule that meets mutual objectives
- Support influencers by providing program information, marketing assets and production support as needed
- Respond to and coordinate influencer requests for prizes and/or event partnership
- Monitor local influencers to identify and cultivate potential partnerships
- Manage influencer budget

### **Blog Management**

- Develop and maintain an editorial calendar for blog posts, including evergreen and seasonal content
- Write, edit and publish blog posts pertaining to downtown events, businesses and the consumer experience
- Coordinate with staff team and interns to delegate blog content and advance blog schedule
- Ensure that blog content is shared across social media platforms

### **Random Acts of Kindness**

- Develop annual Random Acts of Kindness schedule
- Coordinate with businesses and/or property owners to plan giveaway logistics
- Serve as point-person for day-of event execution
- Manage Random Acts of Kindness budget

### **COVID-19 Response**

- Collaborate with staff team to adapt tactics in response to evolving COVID recovery process
- Plan and execute stimulus giveaways, including purchasing prizes, writing contest rules, posting content, monitoring entries, drawing and alerting winners, and coordinating prize assembly
- Produce blog and social media content that addresses consumer safety concerns, provides resources to connect consumers with businesses, and reinforces downtown as open, clean, safe and friendly
- As needed, survey consumers and business operators to gather and analyze data
- As needed, adapt existing programming to meet COVID safety guidelines, including possible virtual adaptations

### **Additional Duties**

- Manage marketing budget expense and income tracking and work with accounting team to reconcile financials on a monthly basis
- Create a monthly report highlighting event activities, fundraising progress and social media analytics for the Board of Directors
- Coordinate welcome items for new downtown businesses, including soliciting donations from area businesses
- Coordinate planning and ordering of branded swag
- Represent Milwaukee Downtown as requested in media opportunities, including television, radio, print and digital interviews
- Proof and edit marketing collateral, including eblasts

- Manage collateral and other correspondence for events, special projects and other initiatives
- Management and mentoring of marketing intern
- Interface with other Milwaukee agencies and organizations to ensure marketing programs are integrated and leveraged to utilize all partner resources
- Identify useful data and develop tracking mechanisms
- Maintain an ongoing working knowledge of projects, programs and initiatives as they relate to Downtown Milwaukee
- Other duties as needed

### **POSITION EXPECTATIONS**

High energy and positive attitude are an absolute must for this exciting position. The capability to multi-task in a small team environment is critical. Minimal travel may be required for out-of-town conferences and education opportunities for professional enhancement.

Fundraising goals will be aggressive.

Reports directly to the CEO.

### **QUALIFICATIONS AND SKILLS**

- Special event experience with a proven track record
- Social media experience utilizing multiple platforms in an ongoing campaign
- Track record of successful fundraising
- Excellent written and verbal communication skills
- Problem solver
- Collaborative spirit
- Highly organized
- Detail oriented
- Microsoft Office Suite Proficiency: Word, Excel, PowerPoint

### **COMPENSATION AND BENEFITS**

Salary is commensurate with experience. This is a full-time position. A competitive health insurance benefit packaged is offered. Paid vacation and holidays upon anniversary dates.

### **TO APPLY**

Please send cover letter and resume to:

Beth Weirick

[bweirick@milwaukeedowntown.com](mailto:bweirick@milwaukeedowntown.com)

Subject line: Marketing, Events & Social Media Director

Cover letters should summarize how applicant meets the qualifications, skills, and experience level necessary. No phone calls, please.