

Position Overview

The Downtown Experience Coordinator is responsible for planning, organizing and executing promotions and events that foster and celebrate membership development, inclusivity, community and stakeholder engagement, cultural appreciation, fun, and sense of place. This role will shape, design and implement the DDA's website and social media content. The ideal candidate is a detail oriented, self-directed professional committed to keeping Downtown Traverse City unique and vibrant as well as playing a key role in serving the marketing needs of the downtown merchants association and promoting the mission, vision and values of the DDA.

The Downtown Experience Coordinator will report directly to the CEO and be able to manage a wide range of activities and objectives within the spectrum of events, program-coordination and economic development in support the DDA.

Responsibilities

- Coordinate and oversee all aspects of event planning and promotion
- Assist with the negotiation and review of event contracts and agreements
- Serves as staff for Downtown Traverse City Association (DTCA) Board
- Plays active role in solicitation of sponsors for Downtown events
- Coordinate event logistics, including working with the city to secure proper permits and approvals
- Recruit, coordinate and manage volunteers
- Assist with managing event budgets, including tracking and ensuring expenses remain within budget
- Work with staff to develop messaging, branding and marketing materials to include collateral, electronic and social media promotions related to events
- Develop content for and populate the DDA website and social media accounts
- Foster and cultivate a sense of inclusivity and serve a champion for diversity and equity
- Serve as an ambassador for downtown and the DDA office

Required Skills and Competencies

- Event planning expertise (at least 2 years of experience, community events preferred)
- Background in digital management software, registration and social media applications
- Excellent written and verbal communication skills
- Thorough and excellent attention to detail
- Demonstrates intellectual integrity, fairness and open-mindedness
- Able to multi-task and works well under pressure with attention to detail
- Ability to work flexible hours, as needed
- Ability to interact and collaborate with all levels of staff, board members, business and community leaders and stakeholders
- Excellent organizational, planning and project management skills
- Ability to think outside the box, be creative and try new things
- Ability to determine the ROI of events
- Good sense of humor

Preferred Skills and Expertise

- Familiar with operations of DDA's and City Government
- Familiarity and connections to current industry trends related to urban development, placemaking and arts with ability to build programs and events associated with current topics and trends
- Background in database management

- Ability to teach “old-timers” new ways to do things

Required Education and Experience

- Degree in business, marketing, public relations or related field or equivalent experience in event planning.
- Proficient in Microsoft Office (Word, Excel, PowerPoint) and Adobe Creative Suites

Schedule and Compensation

Full-time; Compensation has a starting wage of \$46,054 to \$54,000 and is commensurate with experience. The DDA offers a rich benefits plan including employer-paid health and vision insurance, retirement plan with employer match.

The Traverse City Downtown Development Authority (DDA) is a component unit of the City of Traverse City dedicated to maintaining and building downtown as the vibrant center of retail, culture, dining, commerce and place in the region. The DDA is a fun, creative and fast-paced office looking for the right individual to join our team.

To apply, please send a cover letter, your resume and three references to either:

Email jean@downtowntc.com with the subject line, “Downtown Experience Coordinator Application for Employment”

or

In a sealed envelop addressed and mailed or dropped off to:

Jean Derenzy,

DDA CEO

303 East State Street

Traverse City, MI 49684

(“Downtown Experience Coordinator Application for Employment”)