



Events & Communications Assistant

The Opportunity

The Town Green District is seeking a passionate, creative, and energetic candidate to serve as the organizations Events & Communications Assistant.

The Events & Communications Assistant will work closely with the Director of Marketing & Events to run the Town Green District's Marketing & Events Department which encompasses the organizations marketing efforts, digital communications, annual community event schedule and more. The perfect Events & Communications Assistant will be thoughtful, organized, enthusiastic, and have the ability to see projects through from idea to implementation while working both independently and as part of a team. The ideal candidate can provide excellent customer service to our constituents and event attendees and has an extreme passion for New Haven's businesses, organizations, art, culture, people, music, etc.

Town Green District works closely with public and private partners to make Downtown New Haven clean and safe, foster economic development, and promote the growth of the retail tax base. Be part of a close-knit team that is instrumental in making Downtown New Haven a great place to live, work, study, shop, and play.

Role Responsibilities

Event Planning, Outreach, and Execution

- In conjunction with Director of Marketing & Events, work on improving existing events and developing new and exciting ones.
- Coordinate assigned logistics for events, including but not limited to permitting, business outreach (physical and digital), managing spreadsheets, attending permitting meetings, etc.
- Promote downtown to the public through social media, e-newsletters, on-the-ground/DIY tactics and more.
- Assist Director of Marketing & Events in producing event graphics and print materials.
- Be present at all district events and assist Director of Marketing & Events with execution duties such as directing set-up, interacting with guests and participants, keeping inventory of equipment, troubleshooting, etc. The position will eventually be responsible for leading certain events.
- This position requires working evening hours, as many district events, promotions and some meetings take place outside of traditional working hours.

Assist in District Marketing & Communications

- Assist in developing and carrying out a comprehensive marketing and communications plan for the Town Green District, that reflects the organization's strategic vision.
- Maintain, update and grow the database of business and event attendee contacts.
- Use e-newsletter tools to maintain frequent and informative mailings to both district businesses and the New Haven community, regarding both events and general information.
- Assist in implementing the Big Belly & Banner ad program.

Communications Management (Web, Newsletters, Social Media & Board)

- Administer and grow social media presence to build & expand online communities.
- Gather and create original content (photo, video, etc.) independently for social media, website, and more.
- Conduct frequent reviews of the Town Green District website(s) to ensure all content is up-to-date and accurate.
- Assist Executive Director in Board communications, making sure all communications to Board Members are sent on time and information it contains is accurate. This includes typing minutes.

Additional responsibilities: As assigned by Director of Marketing & Events or Executive Director.

Qualifications

Required Skills & Education

- Bachelor's degree from an accredited college or university, OR a minimum of two (2) years of experience in related field, OR any equivalent combination of training and experience.
- Ability to develop and maintain excellent, effective working relationships with staff, supervisors, constituents, and partners.
- Ability to work independently on multiple projects simultaneously with high attention to detail, as well as collaborate in a team setting when necessary.
- High degree of oral and written communication skills, and professionalism in all forms of communication.
- Efficiency with Microsoft Office Suite and Google Drive.
- Ability to work night and weekend events, as needed.
- Ability to lead some events with or without Director of Marketing & Events (after training period).
- A love and passion for exploring New Haven, finding hidden gems and sharing them with others.

Preferred Skills

- Experience with and an eye for graphic design; ability to utilize Adobe Suite products, Canva, etc. to produce both public-facing and internal content. (And/or a passion to learn!)
- Experience with business social media accounts – Facebook and Instagram primarily.
- Knowledge of photography and/or photo editing. (And/or a passion to learn!)
- Experience with event planning, execution, community organizing, troubleshooting event-related issues, etc.

Compensation & Work Environment

Town Green District currently operates with an admin staff of 5 (soon to be 6)! We are a small but mighty team that often collaborates together by sharing opinions, ideas, thoughts and using our individual strengths to help each other out where we can. Town Green District is an equal opportunity employer that is dedicated to creating a more diverse team as we grow.

Though this position is based in the Town Green District offices located downtown, the Events & Communications Assistant will spend much time "in the field" implementing events, gathering new content at local businesses for social media and more. Regular use of arms, hand and fingers in a range of duties to include use of a computer, keyboard, telephone, copier, handling and setting up event equipment, etc. is

required. This position requires the ability to lift up to 30lbs, stand, sit, reach and work both in an office setting and out around downtown on potentially uneven terrain.

Compensation is \$42,000 - \$48,000 per year, commensurate with demonstrated experience. TGD offers excellent benefits, paid time off and industry-specific professional development opportunities. Additionally, staff are offered a significantly discounted subscription to downtown's makerspace Makehaven.

Applications & Inquiries

Do you see yourself in this role? We want to hear from all interested, qualified applicants who are ready to contribute their work and creativity towards making downtown New Haven a better place.

This job application will close on May 30th, 2022.

Applicants will be contacted and interviewed on a rolling basis.

We hope our new candidates first day will be July 1, 2022 (or sooner).

A complete application includes:

1. Resume/CV
2. Cover letter including details of your past work and life experiences and why you are the ideal candidate for this role
3. Answer this question in Google Form: *What is the best event you've ever attended anywhere in the world and why?*

Please apply at this link (all documents can be uploaded here as well): <https://bit.ly/tgdeventcomm>