

Marketing and Events Coordinator

The Downtown Bangor Partnership is currently seeking a full time (37.5 hours/week) for a Marketing and Events Coordinator.

Who We Are:

The Downtown Bangor Partnership is an established business investment district located in Bangor, Maine. Although the population of Bangor, Maine is just over 32,000, it is the urban center for Central and Northern Maine with an average daytime population over 110,000 people.

The downtown district is located on the banks of a small stream with canals and a large river that welcomes cruise ships in the summer. Downtown Bangor boasts an incredible array of assets for a district of its size including a world class art museum, casino, 15,000 person outdoor concert venue, a convention center, professional theater, a historic district, numerous shops, restaurants and both historic and contemporary public art.

Job Summary:

Providing services to the Downtown Bangor Partnership including marketing and events, social media and website management, coordination of volunteers and committees

The position's responsibilities include:

- Execute the current slate of downtown Bangor marketing and events initiatives.
- Creating and delivering marketing and events ideas and activities.
- Create and/or contract the creation of marketing and promotional materials.
- Manage short and long term projects and events.
- Coordinate core events quarterly.
- Ensure organization's messages are consistent.
- Create relationships with downtown stakeholders and media outlets.
- Manage and implement ongoing paid advertising campaigns across channels.
- Manage (post, edit, respond) and create content for social media daily.
- Manage web site.
- Send regular emails to existing email lists.
- Create semi annual reports demonstrating efficacy of campaigns.
- Maintain accurate and careful budgets for marketing campaigns and events.

Minimum requirements:

A degree or equivalent experience in marketing and/or events, excellent organizational, planning, presentation and facilitation skills; and a working knowledge of current communication technologies and marketing outlets. Must enjoy managing many projects simultaneously. Reports directly to the Executive Director.

The ideal candidate will:

- Have basic to intermediate knowledge of the Adobe Design Suite or comparable program
- Have experience planning and executing events of various sizes
- Have experience managing social media platforms including Facebook, Instagram and Tik Tok
- Have basic knowledge of the Google suite of products
- Have basic knowledge of MailChimp
- Show leadership skills and potential
- Have experience working with and cultivating a volunteer support team
- Have basic Wordpress skills
- Know how to prioritize when multiple projects are on the table
- Have experience or interest in placemaking organizations

Salary: \$45,000 - \$55,000 per year.

Benefits include:

401(k) w/ match

Paid time off

Holiday Pay

Schedule:

Monday - Friday with some nights and weekends as dictated by events and promotions

About Us:

The Downtown Bangor Partnership is a 501c4 non-profit located in Bangor, Maine tasked with supporting the ongoing growth and vibrancy of the downtown district. The Downtown Bangor Partnership works with the property owners, residents, business owners, community organizers, and government entities to create and advance a collective vision for the future of downtown Bangor.

Applications with résumé and cover letter are required, and must be received info@downtownbangor.com no later than 4:30 p.m., July 8, 2024.

EQUAL OPPORTUNITY EMPLOYER