

**Main Street Oregon City (MSOC)
Marketing, Outreach & Promotions Coordinator
\$29,000 to \$32,000 per year with limited benefits.**



Job Summary:

The Marketing, Outreach & Promotions Coordinator for the non-profit MSOC is responsible for creating and managing programs and projects that meet the marketing, promotion and outreach objectives for downtown Oregon City. This employee works under the supervision of the Executive Director. The non-profit MSOC works with downtown stakeholders to revitalize our 166 year-old downtown marketplace through marketing, promotions, economic development programs, capacity building, and the encouragement of high quality downtown development. This professional will focus their effort on marketing, promotions and capacity building.

The Marketing, Outreach & Promotions Coordinator is an advocate for Downtown Oregon City; providing information and background on the goals and accomplishments of MSOC to business owners, property owners, public officials, visitors and other stakeholders and program partners. The Marketing, Outreach & Promotions Coordinator manages existing and develops new programs and projects that advance the marketing and promotional goals of downtown Oregon City and MSOC. The right candidate will be a positive and energetic source for the long-term revitalization of Downtown Oregon City and will support Main Street throughout the whole community. This is a 30-35 hour per week position with flexible scheduling. Occasional evening and weekend work is expected.

Range of Duties:

The Marketing, Outreach & Promotions Coordinator duties will encompass a variety of tasks. These tasks will be determined by the Executive Director and the Marketing, Outreach & Promotions Coordinator in writing prior to the commencement of activities. Quarterly evaluations will be based on the pre-determined goals and objectives. Under the supervision of the Executive Director, the Marketing, Outreach & Promotions Coordinator will:

- Manage downtown focused promotional, outreach, and communication projects as directed by the Executive Director. Develop funding to support marketing and promotional programs, activities and events. Manage and produce promotional programs, including event coordination and planning, sponsorship acquisition, and publicity.
- Work with the downtown business community to enhance downtown Oregon City. Lead the recruitment, evaluation, and retention of volunteers, to support projects.
- Write, edit, and publish brochures, information packets, newsletters and flyers and for digital and print media.
- Become well-versed on the mission, vision, goals and objectives of the non-profit MSOC as well as the challenges and opportunities facing downtown Oregon City and become familiar with persons and groups (partners and stakeholders) directly and indirectly involved in the revitalization of Downtown Oregon City.
- Perform other duties as may be assigned from time to time by the Executive Director.



Performance Goals for this Position:

- Expand the event schedule in downtown Oregon City to include monthly, quarterly and annual activities, promotions and programs.
- Ensure events and marketing projects are financially sustainable.
- Expand the marketing and promotions reach of the non-profit MSOC.
- Improve the brand and image of downtown Oregon City.

Desired Qualifications:

The Marketing, Outreach & Promotions Coordinator will have the following qualifications:

At least three years combination of education and experience in one or more of the following: event production, public relations, and fundraising. Our marketing and promotions coordinator must be a self-starter, imaginative, and well-organized. Excellent organizational, as well as written and verbal communication skills are required.

Preference will be given to candidates that clearly demonstrate experience in: Grant writing, non-profit programs, small business development, social marketing, and public speaking.

Finalist may be subject to a background check, request for references and a follow up interview.

Please submit resume and cover letter **by October 19, 2012** that includes examples of your experience in marketing and event production to: **MSOC, 708 Main St. Suite 206, Oregon City OR, 97045** or via email to downtownoregoncity@gmail.com



About MSOC

The 501c3 non-profit Main Street Oregon City is a State and National award winning downtown revitalization program that works with downtown stakeholders (property owners, business owners, community leaders, local government and local organizations) to revitalize the oldest city west of the Rockies.

Over the last three years the non-profit Main Street Oregon City has worked with partners to:

- Expand the downtown special event schedule to include the *First City Celebration*, *Cruise to Downtown & Car Show*, *Farmers Market on 8th Street*, *First Fridays*, *Willamette Falls Festival*, and other signature events and activities.
- Through this downtown revitalization program we have partnered with other organizations to attract more than \$2.8 million in grant funding for infrastructure improvements projects and other programs.
- Downtown Oregon City has seen 44 new business locate into the downtown marketplace over the last three years and more than \$1million invested annually in private sector development and adaptive reuse of downtown buildings.
- The non-profit MSOC earned national recognition for our *Blue Collar Creative* recruitment campaign that celebrates the authenticity and originality of our downtown marketplace www.bluecollarcreative.org
- Working with partners we also led efforts to restore a two-way retain friendly streetscape downtown and install new public art in the downtown marketplace.

More details can be found at www.downtownoregoncity.org.