



## Events and Marketing Manager

The Downtown Oregon City Association seeks a motivated self-starter to coordinate and implement downtown events and to manage marketing and communications with downtown patrons and stakeholders.

### ABOUT DOWNTOWN OREGON CITY

Downtown Oregon City is the historic home of the City of Oregon City, the first incorporated city west of the Rocky Mountains. Situated at the end of the Oregon Trail, the district plays an important role in Oregon's history. Today, Downtown is a revitalizing business district known for its burgeoning restaurant scene and an increasing array of eclectic retailers.

### ABOUT THE ORGANIZATION

Formed in 2009 as Main Street Oregon City, the Downtown Oregon City Association (DOCA) is an award-winning 501(c)(3) charitable non-profit organization focused on the revitalization of Oregon City's 172-year-old downtown. DOCA is supported by a 13-member volunteer board of directors, six volunteer committees, and over 150 annual volunteers. Nine staff members work on a broad cross-section of projects; all designed to support a more vibrant community, preserve and restore Oregon City's historic civic center, and enhance the economic opportunity of Oregon City's citizens and entrepreneurs. DOCA's programs are rooted in four key areas: promotions, marketing, and tourism; design and beautification; economic enhancement and research; and community engagement.

DOCA is most known for Oregon City's most prominent civic events including the First City Celebration, Oregon Trail Brew Fest, Cruise to Downtown Oregon City Car Show, and Oregon Trail® Game 5k — Downtown's civic events have over 20,000 attendees per year. Beyond events, DOCA has been pivotal in helping property owners restore or reconstruct their facades, conducting economic research and advocating for programs that supports the continued growth of existing businesses and the recruitment of new qualified businesses, and engaging in community-wide outreach.

## APPLICATION INSTRUCTIONS

Qualified applicants should submit all application materials no later than **Wednesday, March 8, 2017**. Questions about the application and posting should be forwarded by email.

While there is no minimum experience required for any of the job functions, applicants **MUST** demonstrate transferrable knowledge and demonstrated skill for each of the job functions.

### Required Materials:

- Cover Letter
- Resume

### Supplemental Materials:

- At least two examples of written and/or creative materials that you produced.

## **Apply online at [downtownoregoncity.org/jobs](http://downtownoregoncity.org/jobs)**

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*Main Street Oregon City expressly prohibits any form of workplace harassment based on race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, genetic information, disability, or veteran status. Improper interference with the ability of Main Street Oregon City's employees to perform their job duties may result in discipline up to and including discharge.*

## **JOB DESCRIPTION**

Position: Events and Marketing Manager  
Status: Exempt, Full-Time  
Reports to: Executive Director  
Wage: \$35,000 to \$40,000 per year depending on experience

## **NECESSARY SKILLS**

- Must enjoy people
- Strong oral, written, and interpersonal communication skills
- Proactive, professional, creative, curious, and hardworking
- Possess a high standard for accuracy and attention to detail
- Ability to independently move assignments to completion with only basic instruction and minimal supervision
- Ability to manage many details and priorities
- Excellent Microsoft Office skills, including Excel, Word, and PowerPoint
- Ability to work successfully and respectfully with diverse staff, partners, organizations and communities, and maintain space for all voices
- Ability to navigate and respect diversity of backgrounds, perspectives, personalities, and communication styles
- Ability to manage workload and anticipate upcoming program needs, as well as respond to shifting priorities
- Must be willing to support the success of the DOCA organization and cheerfully take on tasks as needed to make events and efforts succeed
- Must adhere to strict confidentiality policies and procedures

## **PREFERRED SKILLS**

- Experience with InDesign
- Experience with Word Press
- Experience with Salesforce
- Experience with cloud based office systems including Dropbox, VOIP phone systems, and Google Apps

## **FUNCTION – Committee Support and Management**

- Committees: Events, Retail Marketing, Best of Oregon City, Event Subcommittees, Others as Assigned
- Support committee chairs
- Take minutes and manage committee communications
- Coordinate related committee member tasks.
- Create and manage all committee work plans and timelines.

## **FUNCTION – Event Coordination**

- Coordinate the following annual events:
  - Best of Oregon City Red Carpet Awards Ceremony (June 22, 2017)
  - Oregon Trail Brew Fest and Oregon's First City Celebration (July 22, 2017)
  - Oregon Trail® Game 5k/8k (August 6, 2017)
  - Cruise to Historic Downtown Oregon City Car Show (September 16, 2017)
  - Trick or Treat on Main Street (October 31, 2017)
  - Holiday Tree Lighting (December 2, 2017)
- Support the 2017 Statewide Oregon Main Street Conference hosted by the Downtown Oregon City Association (October 4-6 2017); coordinate awards dinner and receptions
- Manage vendor contracts and contract staff.
- Recruit and coordinate volunteer staff for events.

- Budget management
- Manage and implement sponsorship contracts
- Act as the downtown liaison for other organizations' events within our district. Currently these include the Antique Fair, Teddy Bear Parade, and the city's Concerts in the Park series.

#### **FUNCTION – Sponsorship and Exhibitor Sales**

- Recruit event exhibitors
- Sponsorship sales
  - Design sponsorship packages and sales materials
  - Maintain positive relationships with sponsors
  - Schedule sales meetings with potential sponsors
  - Work with board members, key volunteers, and Executive Director to support sponsorship sales

#### **FUNCTION – Marketing Coordination**

- Coordinate marketing plans for events, promotions, and seasonal campaigns; track deadlines.
- Coordinate ad buys
- Develop collateral and coordinate production internally or with outside vendor
- Manage event and organization social media accounts in collaboration with Visitor Services Manager.
- Maintain sections related to job functions on DOCA website.
- Write and issue press releases to maintained press contacts

#### **FUNCTION – Promotion Coordination**

- Coordinate seasonal and thematic business promotions.
- Recruit business participation.

#### **WORK ENVIRONMENT AND ESSENTIAL PHYSICAL AND TIME REQUIREMENTS**

DOCA is an open and collaborative work environment.

- Ability to lift and carry 40 pounds
- Ability to walk at least 10 blocks, climb steps and long periods of time standing
- Ability to work occasional weekends and attend occasional weeknight events/meetings.

**Additional responsibilities may be assigned at the discretion of the Executive Director.**

#### **BENEFITS**

- Health Insurance, 100% employer paid premium (up to \$350 per month)
  - Spouses and dependents are able to join DOCA's plan but employee is responsible for additional deductibles
- 8 paid holidays per year
- 10 paid vacation days per year
- Sick time accrued at 1 hour per 30 hours, or as required by Oregon law.