



Position: Marketing Coordinator
Department: Marketing
Date: October 7, 2020
Reports to: Marketing Manager

Position Summary

Eastern Market Partnership (EMP) seeks a candidate who will work directly with the Marketing Manager to support and execute day-to-day tactics to market and promote Eastern Market, the Eastern Market District, and organizational programs. The Marketing Coordinator will promote Eastern Market's mission and values, while building relationships with merchants and vendors.

Primary Duties and Responsibilities

Assists Marketing Manager with implementation of:

- Advertising – print, electronic, direct mail
 - Social Media Content – photos, videos, creative, post writing, stories/on-the-ground updates, follower interactions/messages
 - Email Newsletter Messaging
 - Website Content & Updates
 - Market Culture – keeping a pulse on vendors, businesses, current events, conversations and how those should be reflected in marketing efforts
 - Collateral Design – print materials, collateral, flyers, signage, banners, etc.
 - Event Promotion
 - Ongoing Messaging & Communications – corporate and community outreach and strategic partnerships, e-mail or referral programs
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- Captures photos, videos, and stories of markets, events, district happenings, district businesses, programmatic work, vendors, etc.
 - Assists with step-by-step execution of marketing plans in all channels including social media, advertising partnerships, web & digital, video, public and media relations.
 - Improves internal marketing, awareness and communication.
 - Fields & executes day-to-day:
 - Correspondence & e-mails with vendors, district businesses, customers, social media followers
 - Basic graphic design ad or signage changes
 - Copywriting
 - EM Website information and maintenance

10/7/20

- Keeps business information updated
 - Event updates
 - Copy updates
 - Helps monitor/update other programmatic websites
- Brings initiatives on day-to-day marketing and messaging challenges to Marketing Manager's & Chief Operating Officer's attention and presents solutions to resolve.
 - Works with Marketing Manager to effect more cohesive and measurable marketing plans for individual program directors
 - Other tactical and strategic initiatives as directed by Marketing Manager & COO.
 - Is available for work during most Saturday Markets, some summer markets (Tuesdays, Sundays, Third Thursday nights) and occasional additional after-hours events as needed

Skills and Abilities

- Strong understanding of social media platforms, types of content, and creative ways to approach sharing information.
- Skilled in photography and has familiarity with video editing with a focus on storytelling and capturing details.
- Proficiency with Microsoft Office required. Knowledge of Google & Adobe Suite applications a plus.
- Ability to communicate effectively with our community of vendors, district business owners, and market stakeholders; is comfortable adapting messaging to all marketing channels including web, digital, advertising, video, social media, and public relations.
- Self-starter who exhibits self confidence in; accepts feedback from others; gives appropriate recognition to others.
- Follows policies and procedures, completes administrative tasks correctly and on time; supports EMP's goals and values and promotes organization externally.

Education and Experience

Bachelor's degree or equivalent experience in communications or marketing related.

Wages

Anticipated 20-24 hours per week

Wage range for the position is \$15.00 - 18.00 per hour, depending upon experience.

Send resume and cover letter to Sam Morykwas at marketing@eastermarket.org.