

Elmira Downtown Development, Inc (Business Improvement District BID) is seeking a highly-motivated and creative self-starter to provide editorial, creative, logistical and administrative support for the organization and its functions. This position is ideal to launch a career in community development, marketing, event planning, or business development. The chosen candidate will be involved in all aspects of the EDD's marketing, events, and program support and will work under the supervision of and with support from the Executive Director. He or she works directly with the Executive Director (ED), Board of Directors and other members of the volunteer committees to ensure all projects adhere to high standards and support brand integrity, message consistency and communication efficiency.

Elmira Downtown strives to make the District's commercial/residential urban core a better place to live, work and shop. Our strategies include improving the streetscape and pedestrian experience, strengthening and supporting property owners, businesses, holding customer attraction events and enhancing public safety.

Division of duties: You with solid team members, from the ED to volunteer committees. The Marketing and Events Assistant will report to the BID Executive Director. For the BID, this assistant will work primarily on events, including acting as lead market manager of Wisner Market and communications needs, member relations, and assisting the Executive Director. In addition to more specific duties listed below, the Events and Marketing Assistant will assist the Executive Director in planning, developing, and implementing several events to promote Downtown Elmira. Additionally, the candidate will assist in other projects and activities as needed to fulfill the mission of EDD.

Responsibilities and Duties include but not limited to

- Support event production including Wisner Market, Elmira Street Painting Festival, Taste of Downtown, Alive After Five, Home for the Holidays, Secret Garden, and others as they arise
- Produce *creative* content and implement the BID's social media strategy on Facebook, twitter and Instagram
- Writing and publishing digital news and social media content with the ED
- Updating website features, events, and basic website content changes
- Assisting with email marketing and newsletters, updating contact databases and list
- Staffing and supporting events hosted by the BID, including assisting with vendors, partners, sponsors and volunteers
- Administrative tasks
- Performs other duties as assigned

Events Coordination and Promotion

- Collaborate with the Executive Director to plan all events, including coordination with outside vendors and county officials.
- Assist with all necessary permit documentation needed for events.
- Oversee events, from set up to tear down.
- Act as liaison with event vendors and contractors ensuring that contracts are signed, fees are collected, and on site management of their participation.
- Ensure all items are available for events, including tables, tents, banners, etc.
- Write weekly copy for the Weekly Newsletter including an events Line
- Assist the Executive Director and Special Events committee in development of strategic marketing plan that highlights dynamic events, both short and long range, to ensure the expansion of Elmira Downtown's visibility in the community.
- Assist the Executive Director with the production of all collateral and marketing materials, including creative and distribution. .
- Meet all tasks within budget.

Media Relations

- Assist Executive Director with press distribution system.
- Assist in creating a media database.

Marketing

- Work with the Executive Director to maintain and establish partnerships
- Assist in creating marketing surveys in response to current market campaign.
- Assist in keeping web site current. Manage the Events pages to ensure accurate and timely notice of upcoming events.
- Co-Manage all Elmira FB pages on the web site.

Assisting the Executive Director with the following publications and events

- Retail and business directory (website)
- Annual Report
- Promotional brochures
- Wisner Market, Elmira Street Painting Festival, Alive After Five, Jazz Festival
- Seasonal Celebration: Annual Tree Lighting And Downtown Parade (November)
- Annual Meetings: BID Annual Meeting (January),

Qualifications and Skills

- A genuine positive interest in the City of Elmira and the organization's mission and goals for the district.
- Strong work ethic
- 1-3 years' experience in marketing, communications, or related field
- Positive and professional attitude
- Demonstrates initiative
- Experience working effectively in a team
- Proven track record of organizing events, especially events that require coordination with local governmental agencies.
- Excellent communication skills, including business writing, telephone, public speaking and presentations, with close attention to detail.
- Flexibility in work schedule, with ability to work occasional weekends and evenings.
- Associates degree or BA/BS degree
- Proficiency in MS Word Suite
- Some Graphic Design
- Experience using Twitter, Facebook, Instagram and Snapchat
- Ability to multi-task and remain flexible
- Proven record of accomplishment of anticipating conflicts and challenges and resolving them
- Experience in working with outside contractors, such as graphic designers, printers, photographers, etc.
- Demonstrated strong decision-making skills, with proven integrity and sound judgment.
- Ability to respond to common inquiries or complaints from community, or members of the business community.
- Sense of humor a must.
- Ability to carry 50 LBs

SALARY AND BENEFITS: Salary commensurate with experience.

POSITION ENVIRONMENT: The Events and Marketing Assistant will work out of the EDD office. Elmira Downtown Development, Inc. is committed to complying with New York State

and Federal laws which include equal opportunity in employment to all persons regardless of race, color, national origin, sex, age, religion, veteran status, or disability.

To learn more about the Elmira Downtown Development, Inc., please visit www.elmiradowntown.com. Please forward a letter of interest, resume, two (2) writing samples, and references to jherrick@elmiradowntown.com.