# HUMAN RESOURCES DEPARTMENT

**City of Burlington**

**200 Church Street, STE 102, Burlington, VT 05401** **Voice (802) 865-7145**
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## MARKETING ASSISTANT
## CHURCH STREET MARKETPLACE

**POSTING DATE: April 19, 2016** **DEADLINE TO APPLY: April 28, 2016**
**RATE OF PAY: $19.41/hour** **POSITION STATUS: Regular Full Time**
**EXEMPT/NON-EXEMPT: Non-Exempt** **CLASSIFICATION GRADE: 14**
**UNION: N/A**

**APPLICATIONS CANNOT BE ACCEPTED AFTER THE DEADLINE DATE**

This position is responsible for executing promotional program for the Church Street Marketplace including advertising and marketing.

**ESSENTIAL JOB FUNCTIONS:**

- Assists director, staff, and consultants to develop annual marketing program detailing objectives, strategies, programs and budgets.
- Compile market research as it relates to shopping, dining and visitor demographics and other related topics.
- Assist with sponsorship opportunities for local, regional and national companies and organizations; assist with other revenue raising programs and opportunities.
- Manage permit & licensing program for cart vendors, street performers and non-profit tablers.
- Participate in activities of the industry which increase the incumbent's knowledge of new theory or developments in marketing a business improvement district
- Provide CSM and downtown businesses media, community, other City Departments, etc. with information on all Church Street events.
- Design, layout and production of a variety of printed and digital promotional material
- Coordinate graphic design work with contracted graphic designers and printers for the production of a variety of printed promotional materials.
- Coordinate and compile weekly newsletters for CSM businesses
- Manage website and social media sites.
- Regularly uses social media to promote the Marketplace and its Marketing activities.
- Supervise and train student interns as required.
- Represent the Marketplace at city and community events and meetings as required.
- Maintain contact with all news media and advertising representatives as needed.

**Qualifications/Basic Job Requirements**:

- Bachelor's Degree in Marketing, Business or related degree and two years of experience in marketing, public relations and/or retail sales required.
- Knowledge of business improvement districts preferred.
- Knowledge of retail sales preferred.
- Knowledge of permit and licensing programs preferred.
- Strong computer and graphic design skills.
- Ability to work with a diverse population with a strong commitment to equity and inclusion, among City staff and the general public.
- Regular attendance is necessary and is essential to meeting the expectations of the job functions.
- Ability to effectively and professionally represent the City in all written and verbal interactions with multiple stakeholders including City employees, elected officials and members of the general public required.
- Ability to actively support City diversity, equity, and cultural competency efforts within stated job responsibilities and work effectively across diverse cultures and constituencies.
- Demonstrated commitment to diversity, equity and inclusion as evidenced by ongoing trainings and professional development,
- Ability to demonstrate solid judgment and the utmost level of the confidentiality.
- Ability to prioritize work and problem solve to accomplish competing objectives while meeting deadlines is required.
- Regular attendance and availability to respond to emergent and time-sensitive situations are essential to meeting expectations of the job functions including the ability to work nights, weekends and holidays.
- Ability to multi-task and work in a fast paced, high pressure environment.
- Strong interpersonal skills required.
- Excellent written and oral skills and organizational skills required.
- Ability to work closely with co-workers in a small office, often under pressure.
- Ability to provide guidance to student interns.
- Ability to creatively solve problems.

**To Apply: Submit cover letter, resume and a City of Burlington Application to:** Human Resources Department, 200 Church Street, Suite 102., Burlington, Vermont 05401. To obtain an application or for more information about the City of Burlington, please see our website: www.burlingtonvt.gov/HR.

The City of Burlington will not tolerate unlawful harassment or discrimination on the basis of political or religious affiliation, race, color, national origin, place of birth, ancestry, age, sex, sexual orientation, gender identity, marital status, veteran status, disability, HIV positive status or genetic information. The City is also committed to providing proper access to services, facilities, and employment opportunities. For accessibility information or alternative formats, please contact Human Resources Department at 865-7145.

WOMEN, MINORITIES AND PERSONS WITH DISABILITIES ARE HIGHLY ENCOURAGED TO APPLY. EOE.