



HUMAN RESOURCES DEPARTMENT

City of Burlington

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MARKETING AND ADMINISTRATIVE COORDINATOR CHURCH STREET MARKETPLACE

POSTING DATE: July 16, 2015

RATE OF PAY: \$48,587

EXEMPT/NON-EXEMPT: Non-Exempt

DEADLINE TO APPLY: July 30, 2015

POSITION STATUS: Regular Full Time

CLASSIFICATION GRADE: 17

UNION: N/A

APPLICATIONS CANNOT BE ACCEPTED AFTER THE DEADLINE DATE

Responsible for creating and implementing the strategic marketing strategy for the Church Street Marketplace, including the development and implementation of the organization's overall marketing plan. This position will also provide administrative support, execute some administrative financial tasks and serve as point of contact for licensing.

ESSENTIAL JOB FUNCTIONS:

MARKETING and EVENT MANAGEMENT

- Develop and implement annual marketing program detailing objectives, strategies, programs and budgets. Develop and implement measurements to track outcomes of each program for continuous improvement and innovation.
- Create and broker media sponsorships with television, radio and print that provide free advertising & promotion for the Marketplace and discounted rates for Church Street business owners.
- Oversee other programs and special events produced by non-profit organizations that require extensive staff management and financial resources (*Magic Hat Mardi Gras Parade, Vermont City Marathon, Discover Jazz Festival, Festival of Fools, First Night Burlington*). Work closely with staff to organize, promote and run department-produced events including Stowe Mountain Resort Concert Series, Holidays on the Marketplace, Winter Festival, Winter Lights and Sidewalk Sale.
- Maintain and update all marketing materials as needed. Produce, edit and proofread proposals, presentations, articles, fact sheets, newsletters, web copy, ads and other materials. Ensure accuracy, clarity and consistency of documents
- Manage department's market research program as it relates to Marketplace merchants and restaurateurs, Marketplace customers and competitors, including on-line and intercept surveys and analysis of secondary research.
- Maintain and update Department's databases including media lists, CSM and downtown businesses, Burlington social service agencies/non-profits, downtown residents.
- Initiate, develop and nurture sponsorship opportunities with local, regional and national companies and organizations to generate operating revenue for the department and support sponsor goals and objectives; identify and generate other revenue raising programs and opportunities.
- Manage the design, layout and production of a variety of printed promotional material for the Church Street Marketplace, including coordination of contracted graphic designers and printers for the production of a variety of printed promotional material for the Church Street Marketplace.
- Supervise and train student interns to execute data collection, surveying and assist with event management.
- Serves as official photographer for all Marketplace events.

MARKETING COMMUNICATIONS

- Responsible for all external marketing communications with local, regional and national media, arts organizations, local and state community organizations, corporations, government officials and the general public.
- Represent Church Street at city and community events and meetings.
- Research, write and publish Marketplace Update, the Church Street Marketplace's weekly newsletter for all downtown businesses and stakeholders, news media.

- Provide marketing consultation to Church Street businesses.

DIGITAL MEDIA MANAGEMENT

- Manage CSM website, including but not limited to, updating, new developments etc.
- Utilize the latest e-marketing techniques and software to establish connections with online community.
- Develop, proof, and produce of advertisements, information and promotional copy using SEO best practices, media keywords and phrases to promotion website and social media presence and engagement in forms including Facebook Twitter, Instagram, Google.
- Define message positioning and brand image through digital marketing.
- Track and report analytical data as it pertains to churchstreetmarketplace.com, and respond and adapt website based on results.
- Create, source and manage content for blogs, social media, and other outlets.

RETAIL MANAGEMENT

- Chair Church Street's Retail Marketing Committee composed of key retail owners and managers. Facilitate, lead, guide, develop and advise, as needed, to create and implement specific retail promotions that generate measureable increases in pedestrian traffic and store sales.
- Create seminars and workshops of interest to downtown merchants , securing presenters and obtaining sponsors for these activities
- Develop business promotions and promotional materials to increase the visibility of and sales at downtown stores
- Provide useful information and support to Downtown merchants

STATE-WIDE, NATIONAL DOWNTOWN MANAGEMENT

- Maintain department's historical leadership role with the State of Vermont's Downtown Program, providing advice and consultation to downtown managers of other "Designated Downtowns."
- Maintain the Marketplace's leadership role and "legacy" status with the International Downtown Association, Washington, D.C., by participating in the planning of events and activities that benefit an international audience of downtown professionals.

FINANCIAL, ADMINISTRATIVE & LICENSING

- Provide Marketplace key staff (Maintenance and Marketing) and Marketplace Commission (Treasurer) with monthly financial reports highlighting year-to-date expenses and revenues by department and category.
- Pay Marketplace Department's bills.
- Prepare weekly payroll.
- Receive, deposit departmental fees and safeguard monies received.
- Maintain all records and contracts, and serve as point of contact, providing direction and decision-making, for all Marketplace cart vendors, street entertainers, non-profit tablers and eating and drinking establishments with sidewalk cafes
- Manage Marketplace cart vendor (25), street performer (100-200), non-profit tabling (100), sandwich board (50) and sidewalk café programs (24).
- Chair the monthly Marketplace License Committee meeting, prepare agenda, take minutes and post them on the Marketplace's website.
- Shepherd new Marketplace Cart Vendor applicants through the process from initial application to hearing before License Committee.
- Update sidewalk café license agreements, coordinating directly with Marketplace business owners. Maintain a current file of license agreements and café measurements.
- Maintain and update database of sidewalk café fees, and coordinate with Clerk/Treasurer's office to ensure sidewalk café fees are properly billed.
- Insure all rules, regulations for all Marketplace licenses and permits are current and posted on the Marketplace website including Artists in the Alley, Cart Vendor, Granite Block, Main St / Shelburne Road Banners, Merchant Vendor Application, Non-Profit Tabling, Parades & Rallies, Street Entertainer
- Manage Shelburne Road/Main Street Banner program, maintaining and updating forms, contacts and records and serving as point of contact with non-profit organizations. Facilitate selection of non-profits with Executive Director.

- Make regular inspections of Marketplace in relationship to people/groups permitted to use Street. Report any problems to Department Head, Police or License Committee.
- Serve as the primary point of contact for all legal notices i.e. Common Area Fees, public hearing, meeting notices (notify members, public of meeting time and place per legal requirements), and ensure they are posted on a timely basis on the Marketplace and City of Burlington websites.
- Answer questions from the general public and City employees that involve researching information and relaying explanations of laws, policies and procedures; refer matters that require policy decisions.
- Order department inventory of office supplies and equipment, requisition, receive and store inventory.
- Maintain general knowledge of staff and department policies, procedures and guidelines and keep abreast of property owner, merchant and restaurateur news.
- Maintain and update maps of the Church Street Marketplace showing locations for cart vendors, non-profit tablers, corporate sponsors, artist in the alley, granite blocks, sidewalk cafes, retailers, sidewalk sales, electrical outlets, etc.

QUALIFICATIONS/BASIC JOB REQUIREMENTS:

- Bachelor's Degree in Marketing or related degree and five years experience in marketing and/or public relations required.
- Ability to work in a Windows and Macintosh computer environment required.
- Demonstrated knowledge of design programs such as Adobe Creative Suite.
- Demonstrated knowledge of business-to-business marketing, digital delivery channels as they related to comprehensive plans, Search Engine Optimization (SEO) and Google analytics to drive web traffic and promote brand.
- Demonstrated knowledge of print processes and working with print vendors.
- Ability to work evenings, weekends and holidays as required.
- Ability to multi-task and work in a fast paced, high pressure environment.
- Strong interpersonal skills required.
- Exceptional written and verbal communication skills and problem solving abilities.
- Effective project management skills.
- Ability to work closely with co-workers in a small office, often under pressure.
- Experience supervising volunteers and/or student interns in a workplace setting.
- Detail-oriented and extremely well-organized with the ability to prioritize and handle multiple requests concurrently.
- 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.
- Regular attendance is necessary and is essential to meeting the expectations of the job functions.
- Ability to understand and comply with City standards, safety rules and personnel policies.
- Conversational knowledge of languages of populations which frequently visit the Church Street Marketplace a plus.

To Apply: Submit cover letter, resume and a City of Burlington Application to: Human Resources Department, 179 So. Winooski Ave., 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.