



Job Description - Destination Downtown Brainerd Coordinator

Brainerd, MN

Posting Date: February 19, 2021

Position Title: Destination Downtown Brainerd Coordinator (Part-time/Contract)

Compensation: Not to exceed \$15,000 annually/per contract

Reports To: Destination Downtown Brainerd Coalition (DDBC) Board of Directors

Position Summary:

This position works with the DDBC Board of Directors to fulfill the program's mission and objectives as outlined in the strategic plan. This position works closely with local businesses, property owners, city management, city council, local community members, economic development agencies, and volunteers to support the revitalization and preservation of Downtown Brainerd. This position will serve as the principal, on-site person responsible for these activities, partnerships and volunteers as well as representing the organization and community in these efforts. This is a contract position for for up to 12 months.

Duties & Responsibilities:

Administrative

- Attend DDBC Board Meetings and other meetings as directed.
- Assist with writing of content for publications, including monthly newsletter.
- Assist in maintenance and management of online communications and social media, including DDBC website, Facebook, and Instagram pages.
- Assist with distribution of marketing and member materials.

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Marketing & Events

- Assist in development, planning and implementation of DDBC events and activities, including but not limited to Halloween Spooktacular (October), Small Business Saturday (November), Hometown Holidays (December), Summer Farmers Market (May-September), First Fridays (Monthly Event), Annual Meeting (January).
- Develop and coordinate special downtown promotion events that increase foot traffic for businesses in Downtown Brainerd (e.g., advertising campaigns, punch card promotions).

Member/Volunteer Recruitment & Management and Fundraising

- Work closely with the Organization Committee to develop and implement a continual membership recruitment effort.
- Manage and recruit volunteers as required and assist the volunteers and committees with the implementation of work plans.
- Plan, coordinate and execute fundraising strategies and campaigns; obtain sponsorships to support DDBC activities and events.

Public Relations

- Develop and coordinate on-going public awareness and education programs to communicate the mission and activities of the DDBC. May be asked to do speaking engagements, interviews, and presentations to foster an understanding of DDBC goals and objectives under the direction and with the approval of the Board of Directors.
- Assist in the coordination and planning and implementation of program marketing, including press releases, event promotions, radio interviews, print advertising, and social media marketing.
- Collaborates with the Board and Organization Committee to identify and manage the DDBC's relationships with and advocacy efforts before government bodies and other organizations to achieve desired outcomes.

Desired Skills & Abilities:

- Innovative and able to form strategic relationships with a diverse pool of businesses and members;

Job Description - Destination Downtown Brainerd Coordinator (cont.)

- Exceptional strategic thinking and problem solving skills, including demonstrated ability to anticipate and plan for the future and realign priorities quickly when dealing with unanticipated events;
- Proficient in the use of technology, including but not limited to Microsoft Office products, social media platforms, customer relationship management databases, and basic accounting systems;
- Demonstrated fundraising experience with events, campaigns and grant writing;
- Excellent communicator, oral and written; persuasive, passionate and able to present successfully to groups;
- Strong interpersonal and communication skills;
- Relentless positive energy and professionalism.

Requirements:

Bachelor's degree from an accredited college or university in public relations, marketing, communication, tourism, hospitality, public administration, computer science or a related field, such as social sciences or psychology OR related experiences which will yield the required knowledge, skills, and abilities. Demonstrated proficiency with computer software applications, website management and social media application management a must; Non-profit experience preferred.

Normal Work Hours:

Work hours (15 hours per week) are flexible, with the ability and willingness to work evenings/nights, holidays and/or weekends for special events and meetings as required.

Closing date for Applications:

Position will be open until filled. Candidates should submit a resume, statement of qualifications, and fee proposal not to exceed \$15,000. Deadline to submit materials is Friday, March 5, 2021. Please email materials to info@downtownbrainerd.org.