

Downtown Helena Partnership, LLC

Position Description

Job Title: Marketing and Membership Coordinator
Reports to: Executive Director
Hours: Full-time with some evening and weekend work required
Salary: Commensurate with Experience \$36,000-\$40,000
Benefits: Health Insurance paid, retirement, parking, earned PTO

Function: This position shall be responsible for the comprehensive marketing and communications on behalf of Downtown Helena Inc. and the Helena Business Improvement District. This includes but is not limited to image marketing, marketing and executing, communications, and publications. This position will be accountable for membership recruitment and retention for organizations and will manage the benefits of membership and coordinate all membership activities.

Duties and Responsibilities:

- Direct membership recruitment and retention and coordinate all membership events and programs
 - Develop and distribute membership materials
 - Cultivate relationships with prospective members and enhance relationships with current members
 - Plan, execute, and communicate DHI membership meetings and committees
 - Communicate, implement and oversee all DHI membership benefits including Downtown Gift Card, marketing and communication of benefit
 - Provide support to annual membership dues invoicing and oversee collections and communications
- Organizational communication management
 - Oversee all communications to or for the membership, including written and electronic communication and publication
 - Create and Distribute press releases
- Assist with covering frontline services as needed
- Maintenance and management of downtown website, online communications, social media and external communications
- Assist with community and media relations, stakeholder communications
- Coordinate and direct planning and implementation of organizational & program marketing
 - Event promotion and marketing including Downtown Gift Card Program
 - Development of print and electronic advertising
 - Downtown image marketing materials and programs
 - Tracking of all marketing income and expenses

Required Qualifications (knowledge, skills and abilities)

- Bachelor's degree in marketing, communications or related field
- Excellent interpersonal and communication skills
- Demonstrated excellent oral and written communication skills
- Demonstrated professionalism and ability to interact effectively with people
- Proven time management, organizational and multitasking skills
- Ability to take initiative, work autonomously, and start and finish specified projects
- Mature level of responsibility and dependability

To apply, please submit a CV, cover letter, and respond to the required qualifications listed in this job description. For questions, contact Micky Zurcher at 447-1535 or mzurcher@helenabid.com. Interviews will begin around July 25, 2018. You can send your application materials to the email address listed above or to the physical address at HBID, Micky Zurcher, 318 Fuller Ave, Helena, MT 59601.