



## **Promotion & Social Media Manager Job Description**

Downtown Frederick Partnership is seeking a "hands-on," energetic and organized professional to fill a newly created, entry-level Promotion and Social Media Manager position. The ideal candidate will have a great attitude, an eye for detail, the ability to multi-task and excellent communication skills.

Downtown Frederick Partnership is a nonprofit organization that works hard to enhance, promote and preserve the vitality of Downtown Frederick by implementing the national Main Street Program for the benefit of Frederick businesses, residents and visitors.

### **Job Summary:**

The Promotion & Social Media Manager position, under the general direction of the Executive Director, is responsible for assisting in implementing the work of the Partnership Promotion Committee in organizing Partnership events, coordinating media placement, creating social media content and outreaching to the Downtown Frederick merchant community.

### **Primary Job Responsibilities:**

1. Be knowledgeable about the Four-Point Main Street approach to economic revitalization
2. Serve as the key staff person for planning, implementing, marketing and recruiting volunteers for First Saturday, Mayfest, a new Halloween event and Frosty Friday. Coordination with the downtown community is critical to event success.
3. Manage and promote the Downtown Frederick Gift Card program.
4. Coordinate media placement for the Partnership.
5. Serve as the primary staff person for implementing posts on Facebook, updating photos on Flickr, uploading videos to YouTube and tweeting about Partnership events and activities as well as completing any other social media activities. This job responsibility will include coordinating with area professionals/volunteers to create and collect both photographs and videos of Downtown Frederick.

6. Serve as the primary staff person to update the website with a special focus on the event calendar and refreshing web photographs on a regular basis.
7. Coordinate cooperative ads with the merchant community.
8. Serve as the primary staff contact to liaison with the merchant community. Responsibilities to include greeting and welcoming new merchants, regular time on the street to hear directly from merchants and responding to merchant questions and concerns.
9. Work closely with business owners, city officials, city/county staff, nonprofit partners and other coordinating agencies to create and achieve the Promotion Committee Action Plan.
10. All other duties as needed to ensure a high quality promotion and social media presence in the community.

#### Desired Qualifications:

- Should have a great attitude, an eye for detail, the ability to multi-task and excellent communication skills.
- Should be a self-starter, problem-solver, entrepreneurial, well-organized and have a positive attitude.
- Bachelors in Business, Marketing or closely related field is required.
- Main Street experience is a plus.
- Excellent written and verbal skills are critical. Public speaking skills are a plus.
- Must have general computer skills with a proficiency in Word, Excel and PowerPoint.
- Graphic design, html and/or email list experience is a plus.
- Must be proficient in using a variety of social media platforms.
- Must have a customer friendly attitude and enjoy interacting with people on a regular basis.
- Must be a team player.
- Must be willing to work evenings and weekends.

#### Benefits:

Benefits are available including health insurance, long-term disability and retirement. The Partnership offers an excellent working environment with a flexible approach to our need for non-traditional work hours.

Qualified applicants may submit a resume and a cover letter (including your perspective on the role of promotional events in downtown revitalization and your salary requirements) to [businessinfo@frederickcountymd.gov](mailto:businessinfo@frederickcountymd.gov). No phone calls please.

Responses requested by Wednesday, July 18, 2012.