

Revitalizing Waterbury

Marketing and Communications Manager

Job Description

As a staff member of Revitalizing Waterbury (RW), the Marketing and Communications Manager is responsible for the development of all communications and marketing for the organization and the marketing of Waterbury. As part of RW, the Marketing and Communications Manager works to create and maintain a vibrant community that is inviting, safe, economically sound, lively, and livable. The Marketing and Communications Manager will report to and be supervised by the Executive Director of RW.

Responsibilities

Communications:

- Create, enhance, and develop effective communication strategies that will promote RW's programs and activities, building community, increasing brand awareness, and strengthening organizational reach.
- Create informative and interesting newsletters, press releases, social media, website, and related materials.
- Define key performance indicators for each communications channel which will indicate success and track monthly metrics.
- Communicate with media outlets and journalists. Respond to communication-related issues in a timely manner.
- Manage and maintain websites associated with Revitalizing Waterbury: <https://revitalizingwaterbury.org>, www.discoverwaterbury.com, www.waterburyartsfest.com.
- Assist with maintaining and updating relevant organizational and community business information including business listings and contact information.

Marketing:

- Develop goals, strategies and implementation plans to execute marketing campaigns. Oversee the implementation of marketing campaigns to promote RW's events, projects, and organization.
- Plan and manage the design, content, and production of all marketing materials. Oversee projects to guarantee all content is publication-ready.
- Develop marketing strategies for all programs and activities, including written marketing plans. Analyze and refine campaign strategies for better results.
- Identify potential new markets and marketing channels and create plans to enter markets.
- Create and maintain style guides, media kits, and brand voice documents for all public relations, marketing, and advertising.
- Manage RW's photo library and respond to photo requests.
- Work with and assist existing Waterbury businesses with marketing and promotional opportunities.
- Collaborate with and act as liaison to local and regional marketing partners.
- Increase knowledge of marketing-related practices including advertising, market research, technology, and budgeting.

Committees, boards and municipal engagement:

- Direct and support the ongoing work of the Marketing & Tourism Committee. Help prepare agendas, direct volunteer participation, and staff and facilitate monthly meetings.
- In conjunction with the Economic Development Director, staff and coordinate the Hospitality & Tourism Group.
- Attend and prepare written reports for monthly RW Board meetings.
- Assist with preparation of the RW annual report to the Town Select Board.
- Foster and sustain respectful relationships with local businesses and community members.

Organizational support and other:

- Provide writing, editing, and basic graphic design support for various RW programs and projects.
- Maintain the Revitalizing Waterbury, Discover Waterbury, and other secondary brands, including logos, color palettes, fonts, photos, and other assets.
- Attend relevant professional development events, such as the Vermont Tourism Summit.
- Assist in planning and execution of Revitalizing Waterbury events and fundraisers, such as the Waterbury Arts Fest.
- Provide support for Revitalizing Waterbury programs and initiatives as requested.
- Participate in Vermont Designated Downtown Program initiatives and events.
- Other duties as assigned.

Required Qualifications

- Bachelor's degree with a concentration or specialization in communications or marketing or related field is preferred.
- Experience in non-profit or community development ideal; two or more years of experience is preferred.
- Exceptional communication abilities, including writing, speaking, and active listening.
- In-depth knowledge of best writing and messaging practices for correspondence, public relations, advertising, marketing, and social media.
- Results driven project management skills, including time management, goal-setting, multi-tasking, and prioritization in order to plan and execute both large and small projects and initiatives.
- Good data analysis, problem-solving, and critical thinking skills.
- Ability to work well in a team environment.
- Self-motivation and ability to work toward objectives with minimal supervision.
- Ability to establish effective working relationships and communicate effectively with diverse constituencies, including business owners, town staff, elected officials, and community members, as well as other organizations.
- Availability and willingness to work flexible schedule including occasional evenings and weekends.
- Proficiency in Microsoft Office Suite, Google Suites, and Adobe Acrobat Pro.
- Ability to withstand prolonged periods of sitting at a desk and working on a computer. Ability to operate a computer and other office productivity machinery such as a copier and printer.
- Ability to lift and carry or otherwise move 25 pounds occasionally.

Details

Position is full-time/35 hours a week. For the right candidate, it could be part-time/30 hours a week.

Salary and Benefits - Salary range is \$35-\$38,000 based on skills and experience; holidays, and personal time off (vacation, sick time).

Location - Waterbury, Vermont. Revitalizing Waterbury maintains an office in Waterbury, VT. Candidates are expected to be able to be present in Waterbury.

Start date - earliest availability

Revitalizing Waterbury's (RW) mission is to preserve, promote, and enhance the economic, historic, and social vitality of Waterbury, Vermont for residents, businesses, and visitors alike. RW is a 501(c)3 non-profit and one of Vermont's 23 recognized designated downtown organizations.

Revitalizing Waterbury values a diverse workplace and strongly encourages people of color, LGBTQ+ individuals, people with disabilities, members of ethnic minorities to apply. We are an equal opportunity employer and value diversity. All employment is decided on the basis of qualifications, merit, and business need.

How to Apply

Please send letter of interest and resume with three references to: karen@revitalizingwaterbury.org. The position will remain open until filled.

Questions? Contact Karen Nevin, karen@revitalizingwaterbury.org.