



Position Title: Communications and Promotions Coordinator

Salary \$47,476 - \$67,476 annually
Job Type Regular Full Time
FLSA Status Exempt
Reports to Executive Director

Overview of the Position

The Communications and Promotions Coordinator’s primary responsibility is to plan, organize, market and execute business promotion and arts events in the Historic Downtown designed to drive business to local shops, restaurants, attractions, and services such as, but not limited to, First Fridays, Haunted Happenings, Merry Old Town, Gallery Walks, etc. Develop a robust marketing campaign, design ads, write content, press releases, and explore new strategies to promote Historic Downtown Manassas as a place to live, shop, work and be entertained. Maintain the website, drive the organization's social media accounts, including Facebook, Instagram, and TikTok, sharing and creating original content to promote the organization and downtown stakeholders. All activities will ultimately drive increased economic development in Historic Downtown Manassas.

Specific Duties and Responsibilities

- Prepare an annual plan and budget for all proposed marketing and advertising, and promotional events per deadlines set by the organization administration.
- Design, art direct and coordinate production of all ads, postcards, flyers and promotions.
- Maintain HMI website and social media with regular updates and postings of Downtown activities and promotions.
- Maintain public presence of HMI activities through press releases and social media.
- Manage production, compose, and edit stories for the e-newsletter.
- Manage production, compose, and edit all written and graphic materials for the organization.
- Support arts related projects and work cooperatively with City government, arts, and culture organizations to implement the districts’ arts designation.
- Staff the HMI Board of Directors Promotions Committee
- Act as a liaison to the Old Town Business Association, Arts Committee, and other stakeholder organizations.
- Provide seminars, workshops, and webinars for stakeholders on marketing, social media campaigns and other promotional campaigns.
- Ability to open Visitor Center on weekdays and weekends as necessary

Qualifications

- Bachelor's degree in marketing, the arts, event planning, tourism; supplemented by two (2) years' experience. An equivalent combination of education, training, and experience may be considered. Spanish language skills a plus.
- Energetic and creative self-starter who is able to develop relationships with a diverse group of stakeholders and community members.
- Proven track record in event planning, volunteer and community organizing, marketing and/or related fields.
- Proven ability to garner support and engage successfully with stakeholders.
- Capable of working and researching independently with limited supervision.
- Capable of adapting to flexible hours during special projects.
- Demonstrated public speaking and writing skills, including media releases, campaign letters and grant writing.
- Strong organizational, problem-solving, and time management skills.
- Excellent interpersonal skills and the ability to work well with a variety of individuals.
- Proficiency in Microsoft Office Suite including Word, Excel, Publisher, and PowerPoint.
- Strong computer and Internet skills, including Constant Contact, or similar email marketing software.

Historic Manassas, Inc. provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training. HMI is a drug-free and smoke-free workplace.

Since February 1986, HMI has been leading the revitalization and promotion of Historic Downtown Manassas through preservation-based economic development. HMI is a designated Virginia Main Street Community Partner, and an Accredited National Main Street Center Program Member.

Date Approved – Draft 12/1/2022