

JOB DESCRIPTION

Downtown Events Coordinator

Goal:

Present excellent money-making events downtown that improve the quality of life in Fairbanks.

Role:

The Downtown Events Coordinator (DEC) works under the direction of the Events and Marketing Director (EMD) to plan and execute a range of summer promotions and events downtown.

Duties:

Downtown Market – 35%

Schedule performances and organize special events at the market
Staff DTA's market booth every summer Monday from 2 – 8 PM

Midnight Sun Car Raffle – 25%

Manage a "street team" of ticket sellers

Maintain a schedule of appearances with the car to be raffled at community events and businesses to sell tickets and promote the Midnight Sun Festival

Midnight Sun Festival – 10%

Assist variously with organizing Alaska's largest single-day event

Staff a merchandise booth at the MSF

Event Development – 10%

Logistical support for Vent Pipe Competitive Art Project and Downtown Criterium bike race

Flyering - get print collateral out of downtown to broader audience

Assist in developing a survey(s) to measure event impacts

Special Projects – 10% (depending on skill set, interests)

Event photography

Develop content or host DTA's weekly radio show on KSUA

Write copy for *The Downtowner*, DTA's semi-monthly newsletter to 3,000 readers

Tourism Marketing – 5%

Send weekly communiqués to motor coach companies, hotels, B&B's as to downtown happenings

Update and keep current the Downtown Association's calendar of events

Admin – 5%

Data entry

Assist with a few mailings

Duties may change to meet needs as they arise.

Qualifications:

College courses in marketing or communications and/or two years experience in sales. Strong writing skills and social media proficiency a plus.

How to apply:

Send cover letter and resume to david@downtownfairbanks.com by April 24. Use a grammatically clean cover letter to tell us why you want to work on downtown events and promotions. Position open until filled no later than May 14.