



TITLE: EVENT AND COMMUNICATIONS DIRECTOR

REPORTS TO: BOARD OF DIRECTORS

Purpose: To support the Chamber's mission by:

- developing and managing the event calendar,
- coordinating events from inception to completion,
- maintaining strong working relationship with Board, members, and volunteers,
- coordinating and managing event advertising to increase attendance and attention, via print and radio ads, digital/paid ads, and via website updates, posters, etc.

Essential Skills: Self-starter, computer savvy, organized, familiar with advertising & event coordination. Strong decision-maker. Excellent verbal and written communicator.

Essential Duties:

General

- Build familiarity with the services, assets, and Chamber businesses and associates.
- Assure Presque Isle brand is consistently utilized in events and advertising.
- Maintain open lines of communication with the Board, and prepare monthly report.
- Work with Administrative Secretary to invoice and track payments and expenses, to recruit volunteers, and to provide press releases for distribution and posting.
- Coordinate with Social Media Contractor and Website Administrator to provide photos and information related to events for timely posting including pre- and post-event.
- Be present at large events (approx 8 annually) and work with Board/Volunteers to assure appropriate presence at smaller gatherings.

Event/Advertising Management

- Oversee the following events: Spring Walleye Tournament + Luncheon, Presque Isle Days Festival, Tunes On The Water, Friday Market, Kids Fishing Days, Halloween's Spooktacular Shantytown, and Olde Time Community Christmas.
- Communicate and arrange for vendors and contractors including music, food, retail, etc.
- Achieve authority to hold events, secure necessary permits, and manage logistics.
- Develop volunteer roles and work with staff/board to assure support.
- Collaborate with Social Media Contractor to draw attention to events (pre- and post-).
- Order posters, banners, etc., and assure for distribution and placement.
- Based on budget, coordinate event advertising to include radio, social media, print, etc.
- In a timely manner, ensure sponsor and volunteer recognition and thank you's.

Compensation: \$20/hour, variable hours to max at 950 annually. Start date flexible, approximately December 1, 2020. Primarily a work-from-home position.

To Apply: Send resume + cover letter to info@presqueisle.com. Due by 10/30/2020.