



Community Engagement Manager

The Heart of Brevard is seeking a Community Engagement Manager. The Community Engagement Manager (Manager) is responsible for marketing a positive image of the authentic and creative assets of Heart of Brevard (HOB) to local stakeholders and visitors. This marketing strategy is accomplished through the promotion of downtown businesses and special events. The Manager will develop and implement marketing efforts to help improve Downtown Brevard's position as a destination for the local community and visitors. The Manager is responsible for organizing and oversight of all HOB events.

The Manager works under the direction of the Executive Director and supervises one part-time Volunteer Coordinator.

Current Events: White Squirrel Festival, 4th of July, Halloweenfest and Twilight Tour. Other promotional and community events include: Arts in March, Street Dances (June-July), Shop Local/Late and the HOB annual meeting.

Event and Festival Management:

- Administer all phases of the event and festival logistics, including but not limited to planning, timelines, marketing, on site management and administrative procedures
- Submit all required event permits, applications, site maps and documentation to the City/County
- Manage all vendor and service provider contracts including bids, obtaining Certificates of Insurance, identifying setup needs in conjunction with City/County partners and tracking receivables/payables
- Manage festival vendors including recruitment, applications, payments and logistics
- Develop and implement a strategic marketing plan, with the supervision of Executive Director and Board of Directors
- Create and manage event budgets to maximize revenue, with the supervision of Executive Director and Board of Directors
- Work with the Executive Director to identify, recruit and retain sponsorships

Promotional and Community Management:

- Promote the image of the Heart of Brevard's unique qualities and market position through print media, social media, website, radio, TV and direct mail
- Manage development and distribution of newsletters, e-blasts, or other direct communications with downtown businesses
- Generate press releases with cultivated media contacts
- Promote retail/restaurant businesses through cooperative; cross; and niche marketing
- Manage www.BrevardNC.org and all social media platforms
- Maintain records and database of business and property owner contact information, donor information, etc.
- Organize events and distribution of recognition/gifts to volunteers, sponsors and donors
- Manage distribution of posters, brochures and other promotional collateral to all HOB stakeholders
- Manage annual update of Downtown Directory, kiosk and all HOB brochures, including the Downtown Shopping and Dining Guide.
- Develop and implement survey programs to gather data from downtown businesses (e.g. impact of promotional events, business vitality, general concerns or issues in the downtown district)

Qualifications:

- Experience as event manager or similar role
- Experience in event marketing/promotion ; implementing marketing strategies
- Strong organizational skills; including the ability to identify, prioritize and implement action plans
- Ability to accomplish projects independently and efficiently
- Excellent communication skills
- Strong computer skills (MS Office, WordPress, Constant Contact, QuickBooks)
- Valid US driver's license
- Criminal background check required

Physical Requirements:

Though the office work is primarily sedentary, festivals and interactions with merchants often require walking throughout the downtown area. Must be able to lift 40lbs. Ability to perform event tasks (e.g. event set-up/breakdown) outdoors is essential.

Salary and Benefits:

The Community Engagement position is a full-time, salaried position (40 hours per week). Additional hours on evenings or weekends required during special events. Benefits include paid vacation and sick leave. Pay commensurate with experience.

To Apply:

Submit a cover letter, resume and one writing sample to Nicole Bentley at nicole@brevardnc.org by February 12, 2020.