



## Event & Programming Coordinator

### Job Description

To apply, submit cover letter and resume to

[Victoria@cctexasdmd.com](mailto:Victoria@cctexasdmd.com) by September 16, 2022 at noon.

### **ABOUT CORPUS CHRISTI DOWNTOWN MANAGEMENT DISTRICT (CCDMD)**

Our vision is to create the most vibrant downtown on the Gulf of Mexico with the mission of instituting a clean and safe environment; creating a welcoming, well-designed waterfront; developing a robust, sustainable neighborhood; promoting remarkable and prismatic cultural experiences; and growing our team and capacity to accomplish that vision.

<b>POSITION:</b>	Event & Programming Coordinator, Full-time (40 hours/week), Salaried
<b>REPORTS TO:</b>	Marketing & Event Manager
<b>DEPARTMENT:</b>	Promotions
<b>START DATE:</b>	Effective immediately, September 2022
<b>COMPENSATION:</b>	Salary starts at \$36,000 + Employee Benefits

### **JOB OVERVIEW:**

The Event & Programming Coordinator is a full-time (40 hours/week) position responsible for coordinating, planning, supporting, and enhancing CCDMD events and programming initiatives with the support of the Promotions Department. The ideal candidate thrives in a fast-paced environment, can determine and follow through on strategic planning deadlines, is successfully able produce events and programming initiatives from concept to completion, and is supportive, personable, and compassionate towards teammates, vendors, event attendees, and downtown partners and sponsors.

### **WORK SCHEDULE:**

- 40 Hours Weekly; hours adjust during weeks with events:
  - Holiday events, Mural Festival, Taste of Downtown, DBA & DNA mixers, etc.
- Monday, Tuesday, Thursday, Friday 8:30 am to 5:30 pm
- Wednesday, 11 am - 8 pm
- First Friday of every month: First Friday's ArtWalk, 2 – 10 pm, hours change seasonally

### **QUALIFICATIONS AND SKILLS:**

1. 2-5 years of experience in event planning and/or project planning.
2. Degree in Marketing, Communications, Journalism, Public Relations, Event Planning, Hospitality, or a related industry.
3. Must have excellent oral and written communication skills and be able to build relationships with others.
4. Must have good organization and planning skills, and be able to demonstrate effective project coordination, facilitation, and implementation based on past work and experiences.
5. Must have a willingness to learn and engage in the downtown community: its visitors, businesses, and stakeholders.



6. Proficiency in Microsoft Word, PowerPoint, Excel, & Adobe Suite.
7. Must have reliable transportation and valid identification.

## **RESPONSIBILITIES:**

### **1. All Events & Programming Initiatives**

- a. Assist Marketing & Events Manager in developing and filling in event and programming Profit & Loss spreadsheets
- b. Assist Marketing & Events Manager in creating and solidifying event sponsorship and partnership opportunities
- c. Work with Promotions team to produce and post event marketing collateral
- d. Attend all internal events meetings, take notes, and follow-up with Marketing & Events Manager on action items and deadlines
- e. Assist Marketing & Events Manager in getting quotes for, ordering, and organizing event promotional items
- f. Act as Event Lead on site during set up, event operations, and tear down
- g. Assign DMD staff and/or community volunteers to help with events
- h. Respond to event inquiries with an optimistic, solutions-based approach
- i. Track and report event attendance, weather conditions, and other key incidents
- j. Duties as assigned

### **2. Downtown Run Club (weekly)**

- k. Prepare all materials for Run Club: signage, check-in software, giveaways, etc.
- l. Lead Run Club Kick-Off/Check-In
- m. Attend Run Club After Party/Happy Hour
- n. Respond to any Run Club business or members requests
- o. Seek and book Run Club partnerships in the form of vendors and sponsors
- p. Post weekly announcements and stories on Run Club Facebook group and DMD social pages. Moderate pages

### **3. First Friday ArtWalk (monthly)**

- q. Submit monthly street closure and park applications when needed
- r. Organize ArtWalk Vendors by opening applications, reconciling applications, requesting payments, assigning vendor locations, and answering questions
- s. Coordinate monthly ArtWalk volunteers for information booth
- t. Ensure ArtWalk booth represents the DMD brand and provides adequate and updated marketing materials and event information

### **4. Taste of Downtown (quarterly)**

- u. Collaborate with the Promotions team to determine the quarterly theme, perks, and pricing
- v. Secure partnerships and coordinate with downtown restaurants, bars, and shops
- w. Set up and maintain ticketing software, ex: Eventbrite.com
- x. Prepare for and facilitate event day of

### **5. Mixers & Programming Opportunities (quarterly)**

- y. Identify opportunities to program quarterly events that coincide with the Downtown Neighborhood Association; ex: mixers, game nights, etc.
- z. Support Marketing & Events Manager in scheduling and producing quarterly mixers to allow for networking among businesses, residents, advisory council members, etc.



6. **Press Conferences & Ribbon-cuttings (as needed)**
  - aa. Assist Marketing & Events Manager in coordinating and producing quality and informative experiences that promote important event announcements and new business launches
7. **Mural Fest & Cultural Events (annually)**
  - bb. Organize and produce Mural Festival with Marketing & Events Manager and event partners
  - cc. Create hospitality opportunities for artists and event partners
8. **Downtown Holiday Events & Programming (annually)**
  - dd. Coordinate holiday events and programming opportunities with the support of the Marketing & Events Manager to include Illuminated Boat Parade, Mayor's Merriest, Winter Market, and various décor launches
  - ee. Collaborate with Placemaking Manager to ensure décor activations are in conjunction with holiday programming

### **DAILY PROCEDURES:**

1. Check emails and respond to any questions.
2. Check in with the Marketing & Events Manager to see what tasks they need assistance with.
3. Attend meetings scheduled for the day to observe and take notes.
4. Attend events scheduled for the day and provide support to Marketing & Events Manager.
5. At the end of the scheduled shift be sure to fill out time sheet and email Marketing & Events Manager with a list of tasks completed that day.

### **PERFORMANCE MEASUREMENTS:**

1. Complete and submit monthly reporting for Promotions initiatives by the first Friday of the month.
2. Complete board slides with Promotions updates by the first Friday of the month.
3. Event & programming activities are effectively and efficiently completed and support DMD goals and objectives.
4. All event marketing and communications materials reflect brand consistency and accuracy.
5. The Marketing & Events Manager is well supported.
6. **Activities are completed within deadline.**

