



Marketing & Events Manager Job Posting

Overview

DEA is a nonprofit working to advance Downtown Everett as a prime business, cultural, entertainment, dining, retail, and residential destination. DEA's activities include improving the environment for business activity; assisting with street and park improvements; supporting and promoting cultural and historical assets; producing engaging community events and programs; and advocating on behalf of the downtown community.

The Downtown Everett Association (DEA) is seeking a Marketing & Events Manager to play a pivotal role in promoting our organization, Downtown Everett, and its assets to drive economic growth. Under the guidance of the Executive Director, you'll coordinate marketing, messaging, branding, and engaging community events. This is a place-based organization and work is primarily done on-site.

Primary Duties and Responsibilities

Marketing/Communications:

Create effective marketing campaigns and manage social platforms. This includes design and content creation for digital and print, CRM & website maintenance, implementing a promotions calendar, and managing all aspects of marketing materials. You will also actively identify new promotional opportunities.

- Develop and implement a communications strategy designed to promote downtown and association activities
- Manage and maintain organization brand standards and materials
- Actively identify marketing and promotional opportunities
- Plan and execute month-to-month promotions and social media content calendar
- Create compelling content and copy for email, web, social media, brochures, and other collateral
- Manage email promotions including monthly newsletters
- Manage website and social media profiles; update and share content to support featured activities and promotions
- Perform in-house design work and manage design consultants to develop engaging digital and print collateral
- Hire and work with photographers and videographers to produce promotional images
- Maintain in-house photo library
- Manage all aspects of production, receipt, and distribution of marketing materials
- Establish working relationships with project vendors and businesses
- Develop strategic partnerships with media contacts and influencers
- Track and manage project budgets
- Support all DEA programs with marketing and communications

Events

Plan and execute Downtown Everett hosted events and promotions. This includes conceptualization, development and oversight of event timelines and budgets, as well as the careful management of resources to ensure seamless delivery and high-quality experiences. You will also conduct thorough post-event evaluations, gather feedback and data to continuously improve processes and outcomes.

- Develop and deliver on an annual plan for events, with input from staff and committees



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- Plan, execute, and manage event details and logistics
- Coordinate events with partners including city staff, businesses, nonprofits, and volunteers
- Build and maintain strong relationships with internal staff, sponsors, vendors, event production teams, outside contractors, and community stakeholders to ensure successful collaboration and execution of events
- Oversee and manage the recruitment and participation of all event vendors and program partners – including arts and crafts vendors, alcohol vendors, entertainment groups, and small businesses
- Identify and solicit event sponsorships; build relationships with funders
- Recruit and manage interns and volunteers as needed
- Manage the event ticketing and merch sales platforms
- Expertly drive pre-event meetings and conduct post-event evaluation
- Identify new event opportunities

Organization Support

- Manage collateral for events, special projects and other initiatives
- Coordinate planning and ordering of branded swag
- Support fundraising efforts
- Solicit and collect giveaway items
- Serve as primary liaison with Promotion Committee; provide support and guidance to volunteers and volunteer committees
- Assist Executive Director in defining success metrics and report progress as needed/requested

Qualifications:

- Bachelor's degree in marketing or communications and/or demonstrated experience and competence in a relevant field or role
- Minimum 2 years marketing and events coordination
- Experience managing and creating content for a variety of social media platforms
- Proficient experience with Adobe Creative Suite, Canva, or other design software
- Familiarity with managing and updating websites (WordPress, Squarespace); knowledge of HTML is a plus
- Experience with MS Office suite, including Word, Excel, and PowerPoint
- Strong project management, multitasking, and decision-making skills
- Excellent verbal and written communication skills applied with professionalism
- Experience managing and creating engaging content for a variety of social platforms and mediums
- Ability to produce professional work with an eye for detail and thoroughness
- Effective interaction and interpersonal skills with the public, vendors, staff, and volunteers
- Interest in the Downtown Everett Association mission and the Main Street Approach
- Flexibility to work occasional evening and weekends for special projects and events

Desired Skills & Qualities

- Storytelling, social media savvy, and video creation
- Creative, with innovative implementation skills and solid problem-solving capability



- Excellent interpersonal skills, including the ability to build solid relationships with and support among stakeholders
- Computer proficiency and ability to learn new software
- Familiarity with project management tools (Microsoft Planner, Asana)
- Experience with email platforms such as Mailchimp
- Ability to analyze metrics
- Strong work ethic, independent, self-motivated, detail-oriented
- Tenacious and positive, with a “can do” attitude
- Ability to take action quickly
- Outgoing, enthusiastic, friendly personality
- Nonprofit experience
- Passion for Downtown Everett

Compensation & Timing

Full-time, non-exempt.

Salary range: \$58-67K. Benefits include health/vision/dental insurance; employer matching retirement plan; paid vacation, holidays, and sick time. Flexibility, lots of fun, and opportunities to attend community events, workshops, and professional conferences.

To apply: Submit a resume and brief cover letter outlining why you are the best candidate to jobs@downtowneverettwa.org. Please include “Marketing & Events” in the subject line. Applications are accepted on a rolling basis and the position is open until filled. The first round of reviews will start the week of June 24th.

Downtown Everett Association is an Equal Opportunity Employer. We value diversity and are committed to creating an inclusive environment for all employees.