



Program Coordinator, Communications and Events Job Description

Organizational Background

The Downtown Somerville Alliance, Inc. (DSA) is the nonprofit district management corporation formed to manage the Borough of Somerville's Special Improvement District (SID). It is governed by a board of directors consisting of business, property owners and the community at large. The DSA serves as the primary agency promoting and enhancing the economic and social vitality of Downtown Somerville attracting people to live, work, play, dine and shop by promoting local merchants, recruiting new businesses, staging and collaborating on events, and beautifying our streetscapes.

Job Summary

Reporting to the Executive Director, the **Program Coordinator** provides support for the Downtown Somerville Alliance, Inc., with the planning, development, coordination, and execution of special events, programs, and promotions; and develops marketing and public relations strategies for promotion of these activities including website management and social media.

The Program Coordinator fosters partnerships with local stakeholders, including downtown business owners and managers to promote Downtown Somerville programming.

The ideal candidate is a highly motivated self-starter with experience in marketing and communications, and event planning and coordination. The Program Coordinator must manage multiple priorities simultaneously, be able to work independently, and have strong organizational, administrative, writing, and marketing skills while adhering to programmatic deadlines.

Primary Responsibilities

The Program Coordinator performs a wide range of duties including but not limited to the following:

- Aids the Executive Director in the development, organization, and execution of programs and events that align with DSA missions and supports the organization's goals.
- Manages and maintains the DSA Website.
- Writes, edits, and/or proofreads all DSA publications including websites, newsletters, press releases, and calendar.
- Creates and monitors content for social media including Twitter, Facebook, Instagram, etc.
- Identifies potential sponsors and coordinates community outreach in support of events and programs, and assists with the development of grant applications or proposals.
- Cultivates relationships with stakeholders within the business community as well as residents to provide information about events and initiatives.
- Aids in the collection of data to evaluate programs, events, and digital media campaigns; creating analytic reports.
- Shares the responsibility of being on-site event coordinator for all organizational involved activities.
- Maintains and frequently updates a detailed databases of all SID members and media contacts.

- Records meeting minutes for the Board of Directors, Executive Committee and special Committee meetings.
- General office responsibilities include phone, filing, mail/email inquiries, office supplies
- All other duties as assigned.

Qualifications & Skills

- BA or BS degree in communications, marketing, or a relevant field.
- Two years of non-profit, event management, +/- or development experience.
- Strong project management ability, particularly with diverse stakeholders.
- Experience with event planning and coordination, and familiarity working with vendors, volunteers and seasonal staff.
- Proficient in Microsoft Office, particularly Outlook, Word, Excel, and PowerPoint.
- Experience with Adobe Illustrator, Photoshop or similar software.
- Familiarity with Constant Contact, Word Press and website management systems.
- Experienced with building content and managing social media including: Facebook, Twitter, Instagram, LinkedIn.
- Knowledgeable with marketing strategies, media relations, and digital marketing.
- Ability to set priorities and meet deadlines while balancing multiple projects and stakeholders.
- Ability to generate new and imaginative ideas.
- Excellent oral communications, customer service, business and creative writing skills.
- Strategic thinker, progressive problem solver, and the ability adapt to change.
- Flexible schedule: must be able to work on some weekends, evenings and mornings as necessary.
- Able to work in a fast paced environment.

Supervisor

The Program Coordinator reports directly to the Executive Director.

Location

The position is located at 25 West End Ave Somerville, NJ 08876.

Compensation

Compensation is commensurate on experience, ranging from \$35-40,000. Includes benefits.

To Apply

Please email cover letter, resume, and writing sample to npineiro@somervillenj.org, subject of email should read "Program Coordinator"