



Job Description

Job Title:	Marketing & Events Manager	Reports To:	General Manager
Status:	Non-Exempt	Location:	Pybus Public Market Wenatchee, WA

EDUCATION/LICENSING REQUIREMENTS:

- AA or BA/BS degree in Marketing and/or Events
- Experienced in:
 - Microsoft Office
 - Marketing strategy and analysis
 - Event Management programs
 - Graphic Design

EXPERIENCE REQUIREMENTS:

- Three (3) or more years work experience in a similar position.
- Relevant work experience in marketing and events.
- Marketing and business acumen

POSITION OVERVIEW:

Oversees all marketing and events (public & private), marketing strategy and execution. All must be maintained accurately and in a timely manner. Coordinates all event details with the event organizer. Ensures staffing appropriately for each event and coordinates with each department head. Markets and promotes all public events.

KEY INTERFACES OF THIS POSITION:

Executive Director
Artisan & Development Manager
Operations Manager
Office Manager
PPM/PF Board Members
Tenants, Consumers

DUTIES AND RESPONSIBILITIES/ESSENTIAL FUNCTIONS:

- Arrives on time at the appointed work site every day as scheduled.
- Ability to work night and weekends
- Follows Open/Close Market process
- Strong problem-solving skills

- Attention to detail. Able to review event orders and assure all criteria are met
- Regular, positive interactions with tenants, event organizers, customers of the market, local government and the media – all in a highly skilled manner.
- Serves as Secretary to the Board Marketing Committee, Business Development Committee and attends all meetings.
- Offers strategic input on the direction of Pybus Market and on the annual budget.
- Be an active participant in bi-weekly staff meetings
- Proactively identifies revenue opportunities and expense savings.
- Team Support – Works events as scheduled
 - **Marketing:**
 - Responsible for marketing strategy
 - Maintains all calendars
 - Newsletter
 - Social media
 - Press releases
 - Website
 - All must be maintained accurately and in a timely manner.
 - Manages marketing budget
 - Develop strategies to market to convention goers, tour bus operators, tourists in neighboring communities (i.e., Leavenworth and Lake Chelan) and potential visitors in large metropolitan areas such as Seattle, Portland and Spokane, etc.
 - **Public & Private Events:**
 - Manages all music programs in an elevated and professional manner – Friday Night Music, Buskers, Piano and Music Teacher performances
 - Regularly access Tripleseat software for information re: upcoming events in the LocalTel Event Center.
 - Handle questions from event organizers well before an event.
 - Contact the event organizer before an event re: room set-up, tables, chairs, alcohol, food service, P/A needs, A/V, kitchen, gas and patio use/needs.
 - Do a walk-through with the event organizer, if appropriate, days before the event.
 - Coordinate with Rent Wenatchee & other companies on any rental pickup and delivery.
 - Collect outstanding rental fee, if appropriate
 - Ensure event organizers and attendees are in compliance with all Market and all federal, state and local rules and regulations and that visitors have an enjoyable and safe experience.
 - Communicate effectively with Pybus Operations Manager about event coverage needs on events.
 - Ensures that staffing is appropriate.
 - Markets and promotes all public events.
 - Manages Events Budget

- Coordinates with Operations Manager to schedule event room maintenance and operations needs (schedule cleanings, technical support, etc.)

ESSENTIAL SKILLS/EXPERIENCE:

- Fluently speak, read, and write English.
- Strong business and marketing acumen and superb interpersonal skills
- Attitude and effort – consistently demonstrates positive attitude and 100% effort
- Prior experience in multiple facets of marketing, including “traditional” media as well as “new” media and “social” media;
- Fast and efficient work habits.
- Strong sense of ownership.
- Marketing and Events Curiosity – what can we do better?
- Proven ability to prioritize and multitask.
- Ability to effectively present information in one-on-one and small group situations to Consumers, Board Members, Tenants, other employees.
- Strong communication skills; builds consensus up and down.
- Proven organizational and time management skills.
- Strong customer service orientation
- Ability to define problems, collect data, establish facts, and draw valid conclusions.
- Ability to consistently solve customer, tenant problems, meeting deadlines.

CHARACTERISTICS:

- Self-starter, focus on getting the work completed each day, vs. focus on number of hours worked.
- Confidentiality
- Organized, detail oriented; catches errors early – strives for excellence
- Reliable
- Passionate
- Highly creative
- Sense of urgency
- Professional demeanor
- Ability to see and understand the “big picture”.
- Pybus Public Market loyalty & respect – customer-and solution-driven. Consistently strives to exceed expectations.
- Multi-tasker. Efficient. Tenacious.
- Works well in a team environment.
- Ability to work well with little or no supervision. Self-directed.
- Ability to communicate efficiently and effectively on the telephone or in person.
- Possess the drive, commitment, and ambition to assume greater responsibility to support the growth of the organization

PHYSICAL DEMANDS:

- Willingness to perform hands-on work in and around Pybus Market, including various set-up, take-down and janitorial duties as needed.
- Ability to work in the office from Monday – Friday 8:00 AM – 5:00PM. Saturdays, Sundays and nights as needed to support events and schedules.
- Ability to work overtime to complete the work on time.
- Regular attendance is an essential function of the job.
- The ability to consistently lift up to 15lbs.; frequently up to 25lbs and on occasion up to 50lbs.
- Ability to move about the office and turn on and operate general office equipment such as a copier, scanner, shredder, etc.
- Ability to sit, operate a computer and use the telephone for extended periods of time.
- Reasonable accommodations may be made to assist individuals with disabilities to perform essential job functions.

WORKING CONDITIONS:

- Indoors and outdoors.
- Fast-paced environment.
- Open office environment.
- Must have a mobile phone and work flexible hours

ORGANIZATIONAL RELATIONSHIPS: Reports to General Manager & Foundation Director

LIMITATIONS AND DISCLAIMER

The above job description is meant to describe the general nature and level of work performed; it is not intended as an exhaustive list of all duties, responsibilities and required skills for the position. Employees will be required to follow any other job-related instructions and to perform other duties requested by their supervisor in compliance with Federal and State laws. Requirements are representative of minimum levels of knowledge, skills and/or abilities necessary to perform each duty proficiently. Continued employment remains on an “at-will” basis.