

Marketing and Events Coordinator

Job Description

Performs administrative work planning and organizing promotional activities and events for the Town, recruiting and training volunteers, creating marketing materials, building community support, encouraging tourism, and related work as apparent or assigned. Work is performed under the supervision of the Town Superintendent.

Thorough knowledge of methods, approaches and procedures involved in the event promotion and overall promotion of the Town of Dayton; thorough knowledge of the philosophy and objectives of special events marketing and management; thorough knowledge of social media outlets; thorough knowledge of website content update; general knowledge of advertising practices and methods; skill in the use of personal computers, associated software packages, hardware, and peripheral equipment; ability to develop promotional programs and to carry them to a successful conclusion; ability to communicate effectively orally and in writing; ability to understand and review vendor contracts for service; ability to plan and supervise the work of volunteers; ability to meet and deal tactfully with the public; ability to establish and maintain effective working relationships with associates, elected officials, volunteer groups, and the general public.

Education Requirements: Associates degree with coursework in marketing, or related field and minimal experience in events management and promotion, marketing, or equivalent combination of education and experience.

Position Type: Full Time

Salary: \$31,000 to \$40,700

Benefits: Yes, Full Benefits

Job Category: Administration

Job Location: Dayton, Virginia

City, Town, or County: Dayton