



# Historic Allaire Village

## Events & Marketing Coordinator

The Board of Trustees at The Historic Village at Allaire is seeking an Events & Marketing Coordinator. Full-time position with benefits. Compensation package to be based on experience and qualifications.

Cover Letter and Resume should be sent to Chairman, PO Box 93, Allenwood, NJ 08720.

### Summary

Under the direction of the Administrator of Allaire Village, Inc., supervises and coordinates events, activities and programs at The Historic Village at Allaire. Ensures an adequate and variety of activities are being offered and an enriched visitor experience is achieved. Markets the village to gain new audiences for events as well as event sponsors and donors. Develops and oversees social media channels.

### Example of Duties and Responsibilities:

- Supervises and coordinates events, activities, and programs at The Historic Village at Allaire.
- Develop a written and comprehensive action plan – including staffing, scheduling, marketing, and other event planning activities - that are necessary to ensure the success of the corporation's events.
  - Ensure proper notification and/or meetings are setup with internal and external parties.
  - Develop a timeline to be followed for all events, staffing plan, and event layout.
  - Ensure marketing efforts are aligned for all events and an evaluation is done to include where the event was promoted and advertised.
  - For historical events, works with the Director of Historical Interpretation and Museum Programming to coordinate and develop; ensures the event is engaging, offers a variety of activities, and has been adequately researched (historical scripts, event props, and other educational material for events).
  - Develop the event program for attendees and ensures its timely distribution.
  - Schedule and ensure adequate external safety and security (e.g. EMS/EMT) in coordination with New Jersey State Park Service (NJSPS).
  - Coordinate and execute any talent agreements under a competitive bidding process.
  - Maintain a binder and template to show how the event was run year-to-year. This should include event follow-up with feedback from both internal and external sources (in written form), and notation of event weather.
  - Achieves financial objectives for each event, and ensures there is adequate tracking of the event's revenue and expenses against budget.
- Manages internal and external communication for all events, especially social media.
- For events, and in general when the museum is open, ensures an adequate and variety of activities are being presented and offered so that a positive and enriched visitor experience is achieved.
- Weekly distribution via social media and print media (as well as other communication channels internal and external) outlining for visitors: *"What Activities Are Happening at the Historic Village at Allaire."*
- Partner with, and/or contact other sites to develop new events. Explore how "like" events that AVI offers are offered/presented and leverage with their success (or lack of).
- Formulate a vision for growth of events (e.g. short/long range plan); gather ideas for future events, or

activities to add to an event.

- Coordinate the development of the annual "Calendar of Events" to be presented/approved by the Board.
- Seeks out sponsorships for events and promotes museum membership.
- Oversee, develop, and maintain the village's publicity, public relations, and marketing strategies in order to establish a balanced media schedule and presence (e.g. via print, online, radio, TV, constant contact, Facebook, Twitter, blogs and other outlets):
  - Manage the publicity and advertising budget of the corporation.
  - Seek to increase attendance and awareness to the village's activities.
  - Coordinate, design and distribute/post event flyers and village activities internally (e.g. Visitor Center, General Store, Bakery, Front Board, Park Office, etc.) and externally (e.g. constant contact, e-mail, and the web site).
  - Host at least two press core events a year at the village and look for ways to get local leaders or politicians to the museum.
  - Plan event photo shoots as necessary.
  - Manages Eventbrite and MailChimp.
- In coordination with the Administrator, coordinates policy for public announcements regarding event occurrence.
- Maintain a positive working relationship with all parties and visitors.
- Coordinates staffing for special events and staffing for when the village is open to the public:
  - Works with the Volunteer Supervisor and Director of Historical Interpretation and Museum Programming to achieve.
  - Ensures staff is properly trained to perform activities assigned and has the necessary support to carry out activities; open and close the buildings for the day as needed.
  - Coordinate outreach programs to recruit new volunteers, including interns (and assisting with assigning them projects).

### **General:**

- Can work independently and is self-motivated.
- Good problem solver, can think outside the box, and possesses a sense of urgency.
- Provides an excellent visitor service experience.
- Team player and works well with others.
- Can build and cultivate volunteers and interns.
- For the betterment of the village, perform special projects or other duties that may or may not relate to the responsibilities listed above; perform tasks that may be assigned by the Administrator.
- Detail oriented with the ability to plan, execute, follow-through, and evaluate programs and events.
- Ability to utilize various types of electronic information systems used by the corporation; knowledge of EventBrite, MailChimp, and Wordpress a plus.
- Team player with strong personality to fund-raise and a vision of growth.

### **Education & Experience**

Graduation from an accredited college or university with a Bachelor's degree in event planning, business administration, and/or marketing. Applicants who do not possess the required education may substitute experience as indicated on a year for year basis. Five (5) years of experience in event planning and marketing at a non-profit-organization.

### **General Compensation and Benefits:**

Base salary plus an annual incentive bonus dependent on event financial performance. Corporate health benefit program and paid time off (sick, personal, vacation).