

Alpena Downtown Development Authority  
Position: Marketing and Outreach Coordinator

### **GENERAL STATEMENT OF DUTIES**

The Alpena Downtown Development Authority (DDA) is hiring a Marketing and Outreach Coordinator to manage the marketing of Downtown Alpena and assist with the outreach activities of the Alpena DDA. The position will be responsible for creating engaging content and campaigns to promote Downtown Alpena as a vibrant destination across various platforms, such as social media, email newsletters, press releases, print opportunities, and blog posts. The position is also responsible for assisting with and coordinating various DDA-lead events (shopping events, holiday promotions, Fresh Waves, etc) and partnering with various community stakeholders on additional downtown events and programs.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

#### **MARKETING**

- Manage Downtown Alpena's social media platforms and create engaging content to promote the district and the DDA's activities and events
- Create and execute marketing campaigns to promote Downtown Alpena as a vibrant destination
- Write blog posts on Blog Downtown Alpena on topics such as downtown events, businesses, news, and history
- Maintain Downtown Alpena's website with relevant and up-to-date information ([www.downtownalpenami.com](http://www.downtownalpenami.com))
- Create print and digital marketing materials for DDA events, programs, and promotions

#### **OUTREACH & EVENTS**

- Assist with planning and executing DDA-lead events and programs such as multi-merchant shopping events, holiday campaigns, the Chili Chowder Cook-off, and Fresh Waves
- Partner with other community stakeholders on various events, programs, and projects to promote and grow the downtown district

### **CANDIDATE REQUIREMENTS**

The ideal candidate will:

- Have relevant marketing experience, including creating engaging content across platforms and developing marketing campaigns
- Have experience planning and promoting events and programs
- Have a passion for Downtown Alpena and its continued growth
- Be a positive ambassador for Downtown Alpena and interact with downtown business owners, property owners, and other stakeholders in a positive and professional manner
- Be a go-getter and able to work independently on a variety of short and long-term projects
- Have an associate degree or higher from an accredited college or university; or have an equivalent combination of work and educational experience in the field

### **POSITION DETAILS**

This position is full-time, with an average of 40 hours per week at \$15.00/hour, plus health benefits and paid time off. Work hours may be flexible during the week and may include some evening and weekend work.

**SUPERVISION RECEIVED**

Work is performed under the supervision of the DDA Executive Director.

**TO APPLY**

Please submit a cover letter, resume, and three references to Anne Gentry by emailing [anneg@alpena.mi.us](mailto:anneg@alpena.mi.us) or mailing to 124 E. Chisholm St., Alpena, MI 49707. Please call 989-356-6422 with any questions about the position.

The position will remain open until filled.

**INFORMATION ABOUT THE ALPENA DDA**

The mission of the Downtown Development Authority (DDA), as established by Public Act 197 of 1975 is:

- To correct and prevent deterioration in the established DDA district;
- To encourage historic preservation;
- To acquire and dispose of interests in real and personal property;
- To create and implement development plans in the district;
- And to promote economic growth of the district.

The primary goal of the Alpena DDA is to implement positive economic, physical, and aesthetic changes in downtown Alpena.

You can learn more about the Alpena DDA here: <https://www.downtownalpenami.com/your-dda.html>

**INFORMATION ABOUT DOWNTOWN ALPENA**

Historic Downtown Alpena is the food, arts, and regional hub of Northeast Michigan, located on the shores of the Thunder Bay River and a few minutes' walk from Lake Huron. As a major port of the lumber era, Downtown Alpena is home to a significant number of historic buildings from the turn of the 19th century that have been preserved and renovated over the years.

Now Downtown Alpena is home to a diverse and vibrant set of nearly 200 businesses, including art galleries, a year-round professional live theater, a winery, the only Marine Sanctuary located on the Great Lakes, and a variety of offices, restaurants, bars, and shops.