

Marketing and Social Media Manager

The Marketing and Social Media Manager will work side by side with the BEM and the Ed to promote all businesses, property owners and residents of Hillcrest through marketing, social media, e blasts, blogs and all other marketing avenues available. The MSMM will create and design all marketing materials for the HBA and working with the BEM, all materials for events and promotions. The MSMM will work side by side with the events promotion company to market as assigned for all events and or business promotions. It will be the responsibility of the MSMM to obtain these deadlines and prepare in a timely manner all arrangements for marketing prior to the events. It will also be the MSMM responsibility to monitor the marketing promotions of the events company to ensure they are carried out as per the contract, check for accuracy and maintain deadlines are met

All HBA materials for corresponding will be designed by the MMSM. The MSMM will research new areas where HBA can be marketed for its promotions, included but not limited to: all online advertising, magazines, newspapers and radio. The MSMM will negotiate the best trade for events where possible with marketing and research the best avenues for each venues marketing. The MSMM will have a marketing budget to adhere to/or come in under budget and maintain its balance for marketing of each event. This budget will be closed at the end of each event and balanced. The MSMM will coordinate with the BEM and volunteers to deliver any marketing materials to businesses. The MSMM will also promote/monitor the Farmers Market and ensure the Face of the Farmers Market is kept fresh through updated materials.

The MSMM will, through the marketing committee, deliver new ideas for marketing and present to Executive Committee/Board for approval. The MSMM will update all websites weekly and ensure its accuracy, upload items of business from the BEM and or the ED i.e. agendas, minutes, audits, and know the requirements by the city for posting these materials at all times and or updating. MSMM will also upkeep the website for vendors to visit for upcoming events and work with the ED to promote the website and update its face at all times. The MSMM is responsible for the creation of the quarterly newsletter. MSMM will gather information and working on its format, preparing ahead of time, to ensure its completion deadline and valuable content to businesses, public and property owners. Ideas and research for fresh ideas for the newsletter is also the responsibility of the MSMM.

The MSMM will take further education classes as needed and or keep software updated for best marketing results.

Office duties:

The MSMM will be responsible to keep their area neat and orderly and the office area as a whole. The MSMM will, but is not limited to; greeting the public, answering phone calls, checking answering machine for messages each morning, file and other duties as assigned by the ED