



Highland Park Central Business District Alliance
Sarah K. Wiebenson, Executive Director
442 Central Avenue, Highland Park, Illinois 60035
Main: 847-780-4293 Email: info@downtownhp.com

www.downtownhp.com

JOB DESCRIPTION

Marketing and Communications Coordinator

Annual compensation: \$35,000-\$40,000. Reports to Executive Director.

Posting Date: March 27, 2009

Closing Date: April 16, 2009

Submit cover letter, resume, and writing sample in a .pdf format to info@downtownhp.com.

The Alliance is a public-private partnership founded in 2008 to market and manage Downtown Highland Park. Downtown Highland Park is unique on Chicago's North Shore for its blend of urban and suburban character; its balanced mix of 450 retail, service, restaurant, and entertainment businesses; and its emphasis on the cultural arts. The Alliance seeks a full-time Marketing and Communications Coordinator to assist the Executive Director with an aggressive 12-month promotional campaign to increase awareness of Downtown Highland Park and increase traffic to stakeholder businesses. Alliance office hours are 8:30 a.m. to 5:30 p.m., Monday through Friday. The position offers a moderately flexible schedule of 40-50 hours per week as approved by the Executive Director.

Key duties include:

- **Quarterly Marketing Plans.** Work with the Executive Director to develop quarterly marketing plans and to coordinate consulting contracts relative to plan implementation, including print and online advertising, customer rewards programs, and merchant cross-promotions.
- **Public Relations.** Draft and disseminate press releases and a monthly e-newsletter; generate copy for the website as needed; monitor relevant local, regional, and national news, including new store openings and business trends; develop regional media relations; maintain an archive of press coverage of Downtown Highland Park; develop awareness of Downtown Highland Park businesses using social networking media such as Facebook, LinkedIn, Flickr, and YouTube.
- **Special Events.** Administration of events budget, including intake of event sponsorship applications and development of event ideas with Downtown Highland Park merchants. Staff support at Alliance-sponsored events as needed.
- **Administrative Assistance.** Minute-taking at twice monthly Board meetings and assistance with meeting packet preparation and communications with stakeholders and the public.

Required knowledge, skills, and experience: Bachelor's degree in Marketing, Communications, or related field; excellent written and oral communications skills; strong organizational skills; and strong interpersonal skills with an orientation toward customer service and community.