

Marketing Director Job Description

(Please see the bottom of this page for details on how to apply)

General Summary

The Arlington Business Partnership (ABP) (an incorporated, non-profit Business Improvement District) seeks a Marketing Director who will be responsible for helping develop, implement and oversee marketing programs designed to promote ABP, our member businesses and the community. The individual in this position will represent the organization in activities within the Business Improvement District (BID) and within the community. This position works closely with ABP committees and is expected to attend regular meetings. This position is part – time, maximum 30 hours per week and does require some evening and weekend work.

Organization Profile

The Arlington Business Partnership (ABP) first came into being in 2002 and has grown by leaps and bounds. The ABP represents more than 850 diverse businesses located in the Arlington Business Improvement District (“BID”) within the City of Riverside. The Arlington Business Partnership’s mission is to represent and promote Arlington businesses, to stimulate the local economy and initiate improvement projects, thus creating a sense of pride for all who live, work and do business in Arlington.

The ABP provides programs and incentives to its business members to give them a competitive advantage. These programs include website and physical improvement grants; co-op advertisements; and much more to come. The ABP has initiated a branding program that connects the BID to its historic past by placing classic citrus labels on business facades and a 150’ and two 60’ photo-realism murals on the sides of strategically located building walls and a 120’ mural on a fence near the Arlington village. Rounding out the branding program is an awning program that installs awnings characteristic of the 1940s on the front of members’ businesses. Finally, the ABP annually presents a well-established public event – Riverside’s Chili Cook-Off and Car/Cycle Show that is attended by over 40,000 people.

Duties and Responsibilities

Marketing and Business Development

1. Develop ideas for business marketing that falls within the scope of the BID.
2. Maintain company website as primary liaison with Webmaster
3. Responsible for Facebook and any other social media campaigns
4. Assist in the development of promotional items

Advertising

1. Responsible for editing, selling and designing ads for in-house publication, The Arlington Times.

2. This position is also responsible for collection of ad fees
3. Responsible for assisting in the development of articles for The Arlington Times
4. Responsible for developing effective ad campaigns in order to help promote BID businesses

Membership

1. Develop and maintain relationships with member-businesses
2. Explain and promote the benefits of becoming a member of ABP as well as specific BID programs that will help their businesses prosper.
3. Assist in obtaining applications for BID programs (PIP, Website)
4. Develop effective communication methods for BID businesses in person, by phone, by mail and e-mail
5. Attend community meetings where ABP can be promoted and increase awareness of ABP
6. Use contact with businesses to gather information on the needs of our business members.
7. Maintain database of members and others

Events/Other

1. Sponsor development
2. Take an active role in all ABP-sponsored events
3. Assist Executive Director in development of information for grant requests
4. Represent ABP in trade-show type events within the City.
5. Gather and prepare raffle items/donations as needed
6. To provide support to third party organizations as required (City of Riverside, Riverside Downtown Partnership)
7. Attend committee and Board of Directors meetings
8. Any other duties as deemed appropriate

Knowledge and Skills Required

Candidates must have a demonstrated record of progressively responsible experience within the public sector in economic development and community improvement. Experience in the business sector or with other Business Improvement Districts is highly desired. A BS/BA college degree is preferred but not required. In addition, candidates must provide evidence of:

Excellent communication skills – written, verbal and interpersonal

Strong administrative and computer skills (including Microsoft Word, Excel, Powerpoint and Publisher)

Creativity and ability to work on own initiative and meet deadlines

Attention to detail

Team player

Well organized

Good public relations skills

Basic graphic design knowledge (MS Publisher)

Basic bookkeeping skills

Contact management software – ACT preferred

References

References will be required.

Supervision

Reports directly to Executive Director for daily supervision. All responsibilities ultimately governed by Board of Directors

Compensation

For this part-time position, the Arlington Business Partnership offers a competitive rate of pay.

How to Apply

Review of applications will begin immediately and continue until the position is filled. No phone calls, please. Interested applicants should email the following items to resume@riversideabp.com:

1. A letter of application discussing their qualifications
2. A chronological resume
3. A three-year salary history
4. The names, addresses, phone numbers and email addresses of five business references