

POSITION DETAILS

TITLE: Digital Marketing & Events Strategist
REPORTING TO: CEO
FLSA CLASSIFICATION: Exempt
EFFECTIVE DATE: TBD

BACKGROUND ON THE EDDC:

The Erie Downtown Development Corporation (“EDDC”) was formed in 2017 to revitalize the downtown core of Erie, Pennsylvania, through property development. Our goals are to increase the amount of housing, the number of businesses, and the quality of life in downtown Erie. Along with our partners, we are currently investing more than \$100 million, across three (3) blocks, to achieve these goals, which will result in more than 25 new businesses and 140 new residential units. Two of these key projects are Flagship City Food Hall and Flagship City Public Market. In addition to these projects, the EDDC, by itself and in partnership with other organizations, hosts different events, activities, and public art installations, which are intended to attract people to downtown.

POSITION SUMMARY:

The Digital Marketing & Events Strategist will play a key role in managing digital strategy and events for the EDDC and its affiliated organizations. The position requires someone to be creative with regards to the content that is being created for social media and the events that are being hosted in and around EDDC properties. It also requires someone who is organized and is able to plan a schedule of activities and content, months in advance. The person should also be willing to collaborate with the EDDC’s tenants and partnering organizations.

DUTIES AND RESPONSIBILITIES:

- Manage the social media pages for the EDDC and affiliated organizations.
- Work with EDDC commercial tenants to generate content for social media.
- Develop targeted, digital advertising campaigns.
- Oversee the EDDC’s regular e-newsletter.
- Oversee the EDDC’s calendar of events and activities.
- Devise and promote small- and large-scale events to attract people to downtown.
- Collaborate with EDDC tenants and with outside organizations, such as the City of Erie, the Erie Downtown Partnership, the Erie Art Museum, and the Erie Children’s Museum, on different events and activities to attract people to downtown.

COMPENSATION

- Compensation is competitive with similar positions.
- Full benefits are offered.

QUALIFICATIONS:

Recent relevant experience in digital strategy, events planning, marketing, communications, and hospitality.

This position description in no way states or implies that these are the only duties to be performed by the incumbent. Employees are required to follow any other job-related instruction and to perform any other duties as required by their supervisor, or as become evident. The Erie Downtown Development Corporation is an equal opportunity employer.