



OLD TOWN
MERCHANTS & RESIDENTS
— ASSOCIATION —

JOB DESCRIPTION
Marketing and Membership Coordinator

Introduction

The Old Town Merchants and Residents Association is a 501(c)(6) community organization that functions simultaneously as a chamber of commerce and residential association in the Old Town neighborhood. Notable events organized by the Association include the Wells Street Art Festival, Live Well Week, A Night Out in Old Town and regular social events. OTMRA is recognized as a delegate agency of the City of Chicago and Sole Service Provider of SSA #48.

Responsibilities of the Marketing and Membership Coordinator

The Marketing and Membership Coordinator reports directly to the Executive Director and provides staff support to both the OTMRA Board of Directors and the Commission of SSA #48. The Marketing and Membership Coordinator is responsible for:

1. Membership Management and Development
 - a. Coordinate the membership database and develop best practices for membership retention and attraction.
 - b. Fundraise membership revenue through the membership program which launches every February
 - c. Generate membership communication, including website updates, email marketing, social media engagement, and other materials.
 - d. Establish and maintain a network of volunteer opportunities in the area.
2. Event Management – Average 5 per quarter
 - a. Manage the organization's event calendar.
 - b. Coordinate and promote monthly events and internal programs with local businesses, including networking socials, night out events, themed weeks, and new events.

- c. Assist production of festivals, special events, and Annual Dinner planning and execution.
3. Marketing
 - a. Plan and execute social media strategy through Facebook, Twitter, and Instagram.
 - b. Create graphics for events and programs, as needed.
 - c. Serve as lead writer of the OTMRA newsletter.
 - d. Manage and update OTMRA website on an as needed basis.
 - e. Assist with neighborhood-wide marketing efforts, as directed.
 4. Community and Government Relations
 - a. Attend community meetings, report findings and share information, as directed by the Executive Director.
 - b. Attend City of Chicago meetings, seminars, and informational sessions, as directed by the Executive Director.
 5. Administration
 - a. Produces monthly reports outlining progress for Executive Director and OTMRA Board of Directors.
 - b. Coordinate and plan for meetings of the Board of Directors and SSA Commission, as well as committees.
 - c. Attend all OTMRA Board meetings and take minutes.
 - d. Staff any committees as directed by the Executive Director.
 - e. Basic clerical duties including phones, filing, mail delivery, office supplies, etc.
 - f. Any other duties as assigned by the Executive Director.

These duties may be altered from time to time, according to the needs of the organization.

Qualifications/Required Skill Set

- Minimum of a Bachelor's degree from a 4-year college
- 2-4 years professional experience in marketing, fundraising, nonprofit or a related field
- Excellent verbal and written communication skills
- Strong interpersonal skills, including management/leadership/sales
- Self-motivated and goal-oriented
- Creative and resourceful; able to effectively manage resources
- Have a genuine interest in community engagement
- Strong computer skills and knowledge of data management software, e.g. Excel, Word, PowerPoint, etc.
- Experience and expertise in social media, HootSuite, WIX, WordPress, Constant Contact or MailChimp, or their equivalents and/or demonstrated ability to become proficient

- Experience with management associations, nonprofit organizations and/or business management preferred
- Knowledge and/or experience in public relations and communications

Hours, Salary, & Benefits

Typical hours are 9:00 a.m. to 5:00 p.m. Monday through Friday. Hours vary based on event and meeting schedules. Annual salary is commensurate with experience. Benefits include holidays, health/dental insurance and ten days of paid vacation with five days of PTO.

To Apply:

To apply, please submit your resume, cover letter, three references, and one writing sample to otmra@oldtownchicago.org

Or

Ian M Tobin
Executive Director
Old Town Merchants and Residents Association
1543 N Wells Street, Lower Level
Chicago, IL 60610

Applications due: October 15, 2018 at 5pm