



City of Port Washington: Marketing & Communications Coordinator ***Position Description***

City Description: The City of Port Washington, Wisconsin is the county seat of Ozaukee County, with a population of 11,500. Port Washington is located on the shores of Lake Michigan, and is approximately 25 miles from downtown Milwaukee (south), West Bend (west), and Sheboygan (north).

Objective: We seek a dynamic, knowledgeable, organized, self-starter to assist our City of Port Washington leadership, staff, and volunteers with various aspects of our marketing, communication, and economic development efforts, with specific focus on successful execution of our 2018 engagements with the tall ship *Denis Sullivan* and new partnership with the sailing vessel *Jakab*.

Hours: Part-time, up to 20 hours/week. Some weekend and evening hours may be required.

Compensation: \$15/hour.

Employment Timeframe: Monday, April 30th – Friday, December 21st (34 weeks), with review and consideration of employment extension based upon performance and continued funding.

Supervisor: Mayor and City Administrator.

Position Summary:

The Marketing & Communications Coordinator is responsible for being an effective team member and role player in maintaining and improving the branding efforts and economic vitality of the City of Port Washington. The primary initial responsibility of the successful candidate will be to effectively lead forward all aspects of the City's partnership with Discovery World Science & Technology Center related to the tall ship *Denis Sullivan* and the sailing vessel *Jakab*. Additionally, the successful candidate will assist with the City's related internal and external communications. He/she may help lead public relations efforts, create communication strategies, and may serve as an occasional spokesperson and media contact for the city. The Marketing & Communications Coordinator will serve as a vital liaison to partner organizations including Port Washington-Saukville School District, BID (Business Improvement District), Main Street Program, Chamber of Commerce, and Tourism Council and may contribute to City's continued outreach and engagement initiatives with our city business partners.

Qualifications

- Flexible schedule, including ability to attend relevant morning and evening City meetings.
- Combination of training, education and experience equivalent to a Bachelor's Degree, preferably in Marketing, Communications, Economic Development, or related field.
- Experience and demonstrated achievement in event or project management.
- Ability to communicate effectively in written form and speak eloquently in public venues.
- Strong interpersonal skills and ability to work with people at all levels within organization.

- Ability to be an effective representative of City by interacting with local municipal officials, City Boards/Commissions/Committees/Teams, city business partners, and the general public.
- Familiarity with and ability to use technological resources (i.e. Excel spreadsheets, e-mail) and online collaborative tools (i.e. Google Docs) to achieve position objectives.

Marketing & Communication responsibilities include the following:

- Lead forward planning and execution of all efforts related to partnership with Discovery World Science & Technology Center and tall ship *Denis Sullivan* and collaboration with the *Jakab*.
- Assist with procurement of funds and relationship-building to ensure financial success of *Denis Sullivan* engagements.
- Assist with the City's internal and external communications and public relations activities, including Press Releases, media availabilities, public information meetings and visioning session forums, special events, and other initiatives as needed.
- Utilize social media assets, City e-newsletter, City website, and other communication strategies for successful execution of core responsibilities.
- Assist with development of merchandising plan to leverage increased interest in city-logo/branded merchandise.
- Serve as a vital liaison to partner organizations, including BID (Business Improvement District), Main Street Program, Chamber of Commerce, and Tourism Council.
- Participate in monthly Marketing & Communications meetings.

Economic Development responsibilities include the following:

- Contribute to City leadership and EDC outreach and engagement efforts with city business partners, including EDC Newsletter, Business Recognition Program, and Business Partner Forums.
- Assume primary leadership role in planning, promotion, and execution of City/EDC Career Fair.
- Assist with development of marketing materials and strategies that will optimally position and promote the City's strengths to prospective business partners and celebrate and retain current ones.
- Serve as an advocate for City economic development efforts and communicate accomplishments to residents, civic groups, partner organizations, and business partners.
- Collaborate with key City Economic Development partners (i.e. Main Street, Chamber, Tourism).
- Participate in monthly Economic Development Committee meetings.

For more information, please contact Mark Grams at mgrams@ci.port-washington.wi.us.
Interested applicants can email a resume and cover letter to mgrams@ci.port-washington.wi.us.

Completion of City Employment Application necessary and can be found at:

<http://www.cityofportwashington.com/employment.html>

Deadline for all cover letter and resume submissions is Friday, April 6th, 2018.

Specific time commitments (for communication during interviews – do not publish):

- *Marketing & Communications Comm. meeting: 4th Tuesday morning of each month, 8:30-9:30 am*
- *Economic Development Comm. meeting: 4th Wednesday morning of each month, 8:30-9:30 am*
- *Ozaukee Economic Development Comm. meeting: 3rd Monday morning of each month, 9:30-10:30 am*
- *City Council meeting (as needed, i.e. meeting on May 15th to officially introduce you!): 1st and 3rd Tuesday evenings of each month, 7:30 p.m.*
- *Main Street Board meetings: 3rd Wednesday morning of each month, 8:30-9:30 am*

- *Denis Sullivan weekend commitments:*
 - *June 1st – 3rd*
 - *August 31st – September 2nd*
- *Related Denis Sullivan weekday/weekend commitments, including:*
 - *Main Street Community Day (Sunday, May 27th from Noon – 5:00 p.m.)*
 - *City of PW Farmers’ Markets (Saturday mornings in Summer)*
 - *City of West Bend Farmers’ Markets (four Saturday mornings throughout Summer months)*
 - *Occasional attendance at stakeholder, partner, community organization meetings, events, etc. to promote*
- *Other Denis Sullivan planning meetings as necessary with Port Exploreum, Discovery World staff*

Initial project work:

- *Denis Sullivan planning, promotion, fundraising, overall execution*
- *Jakab collaboration and cross-promotion*
- *Research and exploration related to public engagement/communication vehicles – and eventual recommendations for improvement and implementation*
- *Assistance with North Breakwater Lighthouse efforts, including planning, communication, fundraising, overall execution*
- *Initial steps in development of formal City Marketing Plan*