

## Events and Marketing Assistant



### Position Profile

**Events and Marketing Assistant** | Anchorage Downtown Partnership, Ltd. | Anchorage, AK

Anchorage Downtown Partnership Ltd. (ADP) seeks a qualified professional to play a supportive role in conceptualizing, designing, implementing and managing strategies intended to build and enhance a sense of “place” in Downtown Anchorage. The ideal candidate will perform well in fast-paced environments, have a desire to work creatively and a willingness to transform Downtown Anchorage into an inclusive and engaged place through community and continuous space activation. Must be a passionate supporter of a strong and vital downtown.

The **Events and Marketing Assistant** for Anchorage Downtown Partnership, Ltd. is responsible for assistance in the staffing, planning, coordination, and facilitation of event logistics for Anchorage Downtown Partnership, Ltd.’s events. They will be present at all outlined events and be the face of ADP to the public and point of contact for program hosts, musicians and vendors day-of and during those events.

The below list is representative of duties and responsibilities, but not all inclusive. The **Events and Marketing Assistant** reports to the Deputy Director. This position is **25 hours per week**, May 22nd-August 14th, with the **requirements of being present at all of the events outlined below**.

This is a part-time seasonal position from May 16th-Sept 11th. May 16th-21st would be atypical hours (standard business hours) for onboarding and training. Typically, Thursdays and Fridays are “weekends” off, with the exception of specific weeks that might require switching some hours/days to cover staff absences. After August 15th, when the summer Placemaking program ends, the role would drop down to 10-15 hours, with potential to just work Sundays.

Candidates must have Summer Availability (*Must be available for all days*) including set up and tear down for the following events:

- Downtown Market - Sundays, May 22nd-September 11th, around 7:45am-5:45pm
- Music For Little Ones- 11:15-1:15pm, Mondays, June 6th-August 8th, except July 4th
- Zumba in the Park - 11:15-1:15pm, Tuesdays, June 7th-August 2nd
- Barre in the Park - 4:15-6:15pm, Tuesdays, June 7th-August 9th
- Salsa in the Park - 2:30-6:45pm, select Saturdays (split time with Jazz in Peratrovich Park)
- Downtown Jazz in the Park, Saturdays, 3-6:15pm, June 4th-August 13th (split time with Salsa in Town Square Park)
- Downtown Summer Solstice Festival – June 18th– All Day

### Essential Duties and Responsibilities

In collaboration with the ADP staff, this important member of the ADP team will be responsible for:

- Assist with the oversight of the logistics associated with the downtown market and free community events (equipment set up and staging, event take down, presence & engagement at events with public and with program hosts)
- Assist in the promotion, planning, and facilitation of market and events
- Work with ADP. Maintenances & Security Ambassadors to schedule event logistics, set-up and takedown
- Attend all weekly events highlighted above
- Coordinate & oversee event volunteers
- Assist with layout of events
- Track metrics of events including participants and impacts on the downtown community
- Assist with final event summary and outcomes for Anchorage Downtown Partnership, Ltd. &

downtown community

- Other duties as assigned

### **Qualifications Requirements**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions of the position.

### **Language Skills**

- Ability to communicate effectively, verbally and in writing in English.

### **Diplomas, Degrees**

- High school diploma or GED
- Working towards an associate's or Bachelor's degree preferred

### **Knowledge, Skills and Abilities**

- Be reliable and timely with great work ethic
- Must be able to work on multiple projects simultaneously and have strong organizational and project management skills
- Ability to work well under short deadlines and work pressures
- Previous experience in event planning, event management, or similar fields
- Demonstrated ability to communicate effectively orally and in writing
- Demonstrate core values of Anchorage Downtown Partnership, Ltd. in daily work tasks
- Be proficient in smartphone/computer applications
- Have the ability/desire to engage event attendees
- Be a self-motivated and enjoy working both independently and in a team environment
- Have attention to detail
- Effective problem solving and organizational skills, time management and general office skills.
- Familiarity with MS Office computer programs as well as social media platforms

### **Tools and Equipment Used**

- Desktop and/or laptop computer(s)
- Tables, tents, barricades and other event equipment

### **Working Conditions**

- Ability to work well under short deadlines
- Ability to work well on behalf of diverse member business and property owners
- Ability to work long hours outside during events
- Ability to work outside in all kinds of weather (all of Anchorage Downtown Partnership, Ltd. events take place outside)
- Ability to work well with vendors, performers, and other event participants

[Click here to read about Anchorage Downtown Partnership, Ltd. Annual Events](#)

### **Key Relationships**

The key relationships described are representative of those an employee encounters while performing the essential functions of this job. While performing the duties of this job, the employee will provide information to and collect information from supervision, other staff members and the general public. Contact will be made in writing, by telephone, and in person.

## **The Organization**

The Anchorage Downtown Partnership is composed of three separate but interrelated nonprofits, that together help create a clean, safe and vital downtown Anchorage. These include Anchorage Downtown Partnership, Ltd., the primary membership organization; ADP Development Corporation, which holds the organization's capital resources and equipment rental; and ADP Community Services which handles events, sponsorships, grants and donations. With a budget of \$1.8 million annually, the Anchorage Downtown Partnership provides services for the Anchorage Downtown Improvement District (DID), covering a 120 square block area. The improvement district was created by downtown property owners to improve the cleanliness of downtown, decrease crime, increase investment values and occupancy rates, and to stimulate economic development. Approximately two-thirds of ADP's revenue is generated from monthly payments self-assessed by downtown property owners. The remaining revenue is generated through services and events.

To apply for this position, submit a cover letter and a resume to ADP at [info@Anchoredowntown.org](mailto:info@Anchoredowntown.org) The position is open until filled.

Job Type: Full Time Seasonal Position | Salary: \$16.00

**Contact Information:** Rosie Frankowski, [rfrankowski@anchoredowntown.org](mailto:rfrankowski@anchoredowntown.org)

**Anchorage Downtown Partnership, Ltd is an equal opportunity employer. We do not discriminate on the basis of race, color, gender, national origin, age, religion, creed, disability, veteran's status, sexual orientation or any other class protected by law.**