

**Tecumseh Area Chamber of Commerce  
JOB DESCRIPTION**

**MARKET/EVENT COORDINATOR**

**Supervised by:** Executive Director

**Supervises:** No supervisory responsibility

**Schedule:** Up to 30 hours weekly

**Position Summary:**

Under the general supervision of the Executive Director (ED) of the Tecumseh Area Chamber of Commerce (Tecumseh Chamber), the Market/Event Coordinator coordinates and implements events, workshops, marketing, advertising, and promotional programs and activities for the Farmers Market and the Tecumseh Area Chamber. In addition to marketing and events, the Market/Event Coordinator is responsible for the overall organization of the Farmers Market and administrative/customer service for the Tecumseh Chamber.

**Essential Job Functions:**

*An employee in this position may be called upon to do any or all of the following essential functions. These examples do not include all of the duties which the employee may be expected to perform. To perform this job successfully, an individual must be able to perform each essential function satisfactorily.*

1. The Market/Event Coordinator will have primary responsibility for the growth of the Farmer's Market and its tenants with duties including:
  - a. Marketing strategy and execution leading to the growth and sustainability of the Farmer's Market.
  - b. Plan and Execute quarterly educational events to draw additional market vendors and help existing vendors engage in the 'off season' and grow their businesses
  - c. Act as a technical assistance liaison, working with market vendors to grow their customer base, including pairing them with previously identified sales and business experts.
  - d. Grow the Farmer's Market at the Market on Evans by working to recruit new tenants and diversify the product offerings.
  - e. Ensure growth in number of shoppers by planning attraction style events for market Saturday's. One attraction style event per month is required with some type of interactive opportunities each week.
  - f. Data collection, including shopper attendance and tenant sales data collection and reporting.
2. Coordinate and implement the events, marketing, advertising, and educational workshops of the Tecumseh Chamber and the Farmer's Market at The Market on Evans. This includes (not limited to): monthly business breakfast, fundraising events, community events and other promotional programs as directed by the ED and Board of Directors.
3. Work with various local, county, and state committees, commissions, and business bureaus to promote business and retail activities within Tecumseh and surrounding areas. Monitor and review the impact of marketing activities and recommends changes as appropriate.
4. Participate in the coordination of various Chamber and Market events, festivals, and other special events and projects as assigned. Participate in seeking volunteer involvement and organizing participation.

5. Establish and maintain relationships with local merchants, business groups, and other community development stakeholders as assigned. Participates in outreach activities to build and nurture partnerships with the business community.
6. Keeps abreast of Farmer's Market and Chamber programmatic and marketing trends through continued education and professional growth. Attends conferences, workshops, and seminars as appropriate.
7. Serve as primary administrative contact for the Chamber and its membership. This includes (not limited to):
  - a. Answer phones/greeting office visitors
  - b. Lead member and direct mailing campaigns
  - c. Compile data, perform research, prepare reports, and complete special projects as assigned.
  - d. Assist in bookkeeping
  - e. Assist in meeting preparation, especially as it relates to annual and meetings of the Chamber Board of Directors.
  - f. Primary responsibility for the Chamber's Constant Contact account and communications
  - g. Other administrative duties as assigned
8. Other related duties as assigned by ED and Chamber Board of Directors.

**Required Knowledge, Skills, Abilities and Minimum Qualifications:**

*The requirements listed below are representative of the knowledge, skills, abilities and minimum qualifications necessary to perform the essential functions of the position. Reasonable accommodations may be made to enable individuals with disabilities to perform the job.*

- The Ideal candidate would have a baseline understanding of local food ecosystems and how to connect local producers with buyers (or a similar skillset that is translatable). This individual will also have a marketing/advertising background as well as project/program management. Additionally, this person should have a foundational understanding of business concepts and how to grow a small local business.
- An associate's degree or equivalent in marketing, graphic design, or related field is preferred but not required.
- Two or more years of experience in program/project management, marketing, graphic design, business development, or related field is desirable.
- Strong knowledge of the principles, practices, and techniques of event planning and execution.
- Strong understanding of social media platforms and how to utilize them as a primary contact mechanism. Experience with Facebook, Twitter, Instagram and Constant Contact is desired.
- Skill in the use of office equipment and technology, including computers, graphic design programs, and other software, and the ability to master new technologies.
- Skill in developing and fostering effective public relations and community promotion techniques.
- Skill in responding to public inquiries and internal requests with a high degree of diplomacy and professionalism.
- Strong customer service skills including the ability to communicate effectively and present ideas and concepts orally and in writing, and make public presentations.
- Ability to establish and maintain effective working relationships and use good judgment, initiative and resourcefulness when dealing with chamber members, market vendors, professional contacts, community leaders, the media, and the public.
- Ability to multi-task, problem-solve, and work effectively under stress, within deadlines and changes in work priorities.
- Ability to attend meetings, travel to other locations, and work outside of normal business hours during special events.

- State of Michigan Vehicle Operator's License, a satisfactory driving records, and the ability to maintain one throughout employment.

**Physical Demands and Work Environment:**

*The physical demands and work environment characteristics described here are representative of those an employee encounters while performing the essential duties of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.*

While performing the duties of this job, the employee regularly works in an office setting with a controlled climate where they sit and work on a computer, communicate by telephone, email or in person, and move around the office to travel to other locations. The noise level in the work environment is usually quiet.

While performing the duties of this job, the employee occasionally works outside of normal business hours, during the weekends, and during community events. The employee will be required to be present at the Farmer's Market each Saturday morning of from May – October. The employee is required to set up and tear down event sites, must lift and/or move items of moderate to heavy weight, and is occasionally exposed to adverse weather conditions and loud noises.