



Programming & Marketing Coordinator Job Description (2024)

The Market

The mission of the Downtown Growers' Market is to support and promote local agriculture, small business development and community engagement in order to better the economics, health, wellbeing and education of New Mexico residents and visitors.

The Job

The Downtown Growers' Market (DGM), a program of the DowntownABQ Mainstreet and Arts & Cultural District, is seeking a Marketing Manager. This person is responsible for overseeing the marketing & outreach of the Downtown Growers' Market which includes social media, website maintenance, merch, and volunteer management. This role will report to the DGM Market Manager and will work closely with Saturday on-site staff.

Pre-Season (December – Mid April)

- Oversee Market Merchandise
 - Work with Market Manager to solidify artwork and types of products
- Plan programming for the coming year
 - Two in season fundraisers
 - Regularly at market events (guest chefs, youth programming, etc.)
 - Schedule and communicate with market musicians / entertainers
- Recruit and train volunteers
 - Update online forms for volunteers
 - Find new places for volunteer outreach and recruitment
- Update website for upcoming market season
- Create artwork / flyers for the upcoming market season

Market Season (Mid-April – Early November)

- Volunteer Management
- Oversee Market Merchandise
- Continue managing all scheduled programming
 - Performers / entertainment / programming communications
- Marketing (weekly photos, manage Facebook and Instagram accounts daily, research and implement new social channels as needed)
- Market Operations on Saturday
 - Set up as early as 6AM if needed, tear down by 1PM
 - Take quality photos / post on social media to engage community
 - Manage programming
 - Assist with operations of the information booth
- Plan end of year volunteer thank you event
- Keep DGM website current

Post Season (November – December)

- Host end of year volunteer thank you event
- Assist with season extension/winter market (as applicable)
- Compile end of year marketing stats

Qualifications

- At least 3 years of experience in social media content creation & scheduling
- At least 6 months of event planning experience
- Experience in working with volunteers
- Experience working with website builders
- Experience in creating flyers / event artwork
- Strong written communication skills
- Able to work with people of all backgrounds, ethnicities and income levels
- Extremely organized and detail oriented while also having a big picture mind set
- Experience making quick decisions and problem solving under pressure
- Must be able to multitask and prioritize efficiently
- Experience working with local farmers, small businesses and/or the downtown community is a plus
- Strong computer skills including email, shared drives, and the ability to learn new technology as needed
- Fluent in English and Spanish (both speaking and writing) - *preferred*

Requirements

- Physical Requirements: Must be able to be outside, stand on feet, walk around and lift up to 50 pounds regularly for a 7 hour shift
- Access to reliable transportation in a vehicle that can regularly transport market supplies
- Intermediate to advance knowledge of cloud-based systems (i.e. Google Drive)

Pay and Hour

- Up to 25 hours/week
 - *Note: Market season is April – November. Hours may be reduced in the off season.*
- \$20/hour
- Benefits include paid time off (PTO) and holiday pay.

How to Apply

Send your resume, cover letter and three professional references to danielle@abqmainstreet.org & jean@abqmainstreet.org.