



## THE CORPORATION OF THE TOWNSHIP OF KING JOB DESCRIPTION

**JOB TITLE:** Main Street Schomberg Event & Marketing Coordinator

**DEPARTMENT:** Growth Management Services      **CLASSIFICATION:** Contract, Temporary

**LOCATION:** King Township Municipal Centre,  
And Remote      **SALARY LEVEL:** \$29.08/Hour

### JOB PROFILE:

#### Function:

To organize and develop two new signature events for Main Street Schomberg including reoccurring Sidewalk Saturday Events and a food event (working with Main Street Restaurants to organize prix fixe menus) that helps draw new customers and visitors to Main Street Schomberg Restaurants and Businesses. The organization, coordination and implementation of these events would align with the [Schomberg Main Street Revitalization Strategy, 65 Action Items](#) and [Activation Plans](#) and would take place in 2022 with the expectation that they would run on a regular and annual basis. This position would also be responsible for building marketing content for the Schomberg Main Street websites and will manage the social media accounts with regular weekly posts for Schomberg Main Street. This position would be responsible to work remotely and be on site for the organization and running of the events. Working on evenings and weekends would be required on a regular basis.

#### Reports to:

- Manager of Economic Development

#### Supervision Responsibilities:

- None.

#### Duties and Responsibilities:

- Develop new Sidewalk Saturday signature event for Main Street Schomberg that would run on a regular basis
- Work with businesses on Main Street Schomberg and Township Staff to organize Sidewalk Saturday Events (i.e. secure business participation, secure road closure for events, etc.)
- Attend Sidewalk Saturday events as event coordinator and primary point of contact
- Develop new food event with prix fixe menus, an online booking system, etc.
- Work with Business community to coordinate and organize prix fixe menus and work with other businesses on other potential pre-ordered products, etc.
- Available during event as the primary point of contact
- Development of events would require alignment and coordination with the Schomberg Main Street Revitalization Strategy, the 65 Action Items and the Activation Plans
- Work with Economic Development Coordinator, Manager and other staff to ensure

collaboration and alignment with existing and future activation plans on Main Street Schomberg

- Secure performers and potentially sponsors for activation on Main Street and during events
- Organize event details, images, etc. for marketing and communication purposes (print, electronic and social media)
- Develop detailed work plan and event schedule for future events (Sidewalk Saturdays and Food Events)
- Manage the Schomberg Main Street Website and Destination Schomberg Website with regular updates.
- Manage the Schomberg Main Street Facebook page and other social media accounts with regular post development. Expected to have 3-5 posts go out per week.
- Design and build marketing content that would be utilized through website, social media and through print advertising
- Other duties as assigned

**Education/Experience:**

- Event organization/management experience (with examples)
- Strong verbal and written communication skills are essential
- Marketing experience through website and social media content development
- Knowledge of communications, print production, social media tools, web development, graphic design and experience with website development through WordPress
- Friendly, enthusiastic, and positive attitude
- Excellent customer service skills with the ability to engage with members of the public and Township staff.
- Highly organized and efficient with the ability to deliver on deadlines
- Demonstrated ability in a variety of computer software programs, including but not limited to, Microsoft Office Suite Applications
- Ability to set goals, prioritize tasks to achieve quality results.
- Experience working in both a team environment as well as independently.
- Ability to handle confidential information.
- Available to work on evenings and weekends
- Valid class G driver's licence and reliable access to a vehicle is required.

**Conditions of Employment:**

- Must be able to work at home or in an office environment
- Full-time contract position (35h/week) with flexible work week as evenings and weekends are required.
- Valid Class G Driver's Licence with reliable access to a vehicle is required.

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Department Head: \_\_\_\_\_ Date Approved: \_\_\_\_\_  
Supervisor (if applicable): \_\_\_\_\_ Date Approved: \_\_\_\_\_  
Incumbent: \_\_\_\_\_ Date Signed: \_\_\_\_\_