

Promotions & Events Coordinator

Main Street West Branch (MSWB)

Part-Time Position | Approx. 20 Hours/Week

\$18–\$22/hour depending on experience and qualifications

Potential Start Date: Mid September

About Main Street West Branch

Main Street West Branch is a nationally accredited Main Street program dedicated to supporting, promoting, and preserving Historic Downtown West Branch through economic development, tourism, historic preservation, and community engagement initiatives.

MSWB works collaboratively with local businesses, volunteers, community organizations, and public partners to create a vibrant downtown district and position West Branch as a destination to “Eat, Shop & Explore.”

Position Overview

Main Street West Branch is seeking an organized, creative, and community-minded **Promotions & Events Coordinator** to lead and implement strategic promotions, communications, and community events for the organization.

This position will focus heavily on:

- Event planning and execution
- Social media and marketing coordination
- Volunteer and committee collaboration

The ideal candidate is highly organized, self-motivated, comfortable working with volunteers and the public, and passionate about supporting small businesses and community vitality.

This is a flexible part-time position averaging approximately 20 hours per week, with some evening and weekend responsibilities required for meetings and events. Workload and priorities may shift seasonally based on event schedules and organizational needs.

Primary Responsibilities

Communications & Marketing

- Create and schedule consistent, engaging, and brand-aligned content across MSWB social media platforms

- Manage and grow MSWB's presence on Facebook, Instagram (possibly TikTok)
- Draft and distribute monthly e-newsletters ("Main Street Minute")
- Design event flyers, advertisements, graphics, and marketing materials using Canva
- Coordinate advertising and media outreach related to event promotions
- Assist in strengthening overall community and tourism marketing efforts

Event Coordination

Work collaboratively with committees, volunteers, and the Executive Director to plan and execute authorized Main Street events including but not limited to Sweets for Success Dessert Auction, Summer Kickoff, Fall Fest, A Christmas Past, Ladies Night Out, Hoover's Hometown Days (Main Street vendor coordination only), and Trick or Treat on Main Street.

Responsibilities include:

- Attend Promotions Committee meetings, event subcommittee meetings
- Managing event work plans and timelines as required by Main Street Iowa
- Coordinating permits, logistics, vendors, sponsor recognition, volunteers, and event communications
- Coordinate purchases and securing agreements as needed
- Coordinating event setup, execution, teardown, and cleanup
- Assisting with volunteer coordination and communication for events
- Leading or assisting with onsite event management
- Preparing post-event reports and evaluations for the Board of Directors

Organizational Support

- Attend MSWB Board Meetings at least quarterly
- Support organizational fundraising efforts
- Respond to inquiries related to downtown events and promotions
- Help maintain positive relationships among downtown businesses, volunteers, sponsors, and community partners
- Perform other duties and responsibilities as assigned

Qualifications & Preferred Skills

- Experience or education related to marketing, digital communications, event planning, tourism, public relations, nonprofit management, or related fields preferred
- Strong written, verbal, and organizational skills
- Experience with Canva, Facebook, Instagram, TikTok, and e-newsletter platforms
- Ability to manage multiple projects and deadlines simultaneously
- Comfortable working independently while collaborating with committees and volunteers
- Strong attention to detail and follow-through
- Positive attitude and willingness to be hands-on during events

- Public speaking and customer service skills preferred

Additional Expectations

- Flexible schedule required, including occasional evenings and weekends
- Ability to lift and move event supplies and assist with physical event setup/teardown
- Ability to travel occasionally for media appearances or regional trainings
- Must present a professional and positive image within the community

Reporting Structure

This position reports directly to the Executive Director and works closely with the MSWB Board of Directors, committee chairs, volunteers, downtown businesses, and community partners.