



Sandy Hook Organization for Prosperity

Seeking an Accomplished Marketing & Communications Professional

Sandy Hook Organization for Prosperity (S.H.O.P.) seeks a Brand Steward, a well-rounded marketing & communications professional, to implement the new Sandy Hook Community Branding Campaign.

S.H.O.P. is a volunteer organization created to help revitalize Sandy Hook Village, to help current merchants succeed, and to attract new businesses to the area. S.H.O.P. collaborates with the Town of Newtown to support local businesses, encourage investment, and draw residents and visitors to the Village to live, work and play.

Job Summary:

The Brand Steward will utilize the new Sandy Hook Community Brand Identity Guidelines and tools to create powerful and effective marketing pieces for Sandy Hook Village businesses. This professional will be an excellent communicator, adept at interacting directly with small business owners, to incorporate the brand identity with the unique offerings in the Village, and with S.H.O.P. to effectively promote events and activities.

Key Responsibilities:

- Provide technical marketing support to Sandy Hook businesses to implement the new community brand materials
- Educate business owners and S.H.O.P. leaders about effective ways to adopt the branding tactics into their existing marketing efforts
- Manage website content and update, routinely assess and improve effectiveness
- Manage E-marketing program development and management (Mail Chimp)
- Significantly expand the use of social media, via the community brand materials
- Enable effective communications with diverse constituencies; build relationships and collaborate/coordinate with S.H.O.P. members, Town of Newtown officials, partners, service providers, etc.
- Write and distribute press releases
- Provide administrative support for S.H.O.P. leadership (meeting minutes, email communication with S.H.O.P. members)

Qualifications:

- Minimum 5+ years marketing & communications experience;
- Superior communication and organization skills;

- Ability to work effectively in a fast-paced, deadline-driven environment with ability to manage multiple projects and deadlines;
- Self-motivated and self-directed with strong interpersonal skills; a team player;
- Excellent computer skills, including graphic design software (Adobe Photoshop, vector graphics/images, etc.), MS Office suite (Word, Excel, Access, PowerPoint, Publisher, etc.), and web-editing;
- Experience and proficiency with social media (Facebook, Twitter, Instagram, Vine, Mail Chimp, etc.) as a communications tool in a professional business environment;
- Strong project management skills including organized and process-focused, attentive to detail and timelines; cost sensitive and accountable;
- Strong ability to communicate effectively with a wide range of people and organizations;
- An appreciation for downtowns and willing to learn, and promote the Main Street Approach to Downtown Revitalization.

Compensation:

S.H.O.P. has established competitive compensation that is appropriate for this position and commensurate with the qualifications & experience of the successful candidate.

The Brand Steward is an independent contractor, responsible for all federal, state and local income taxes related to his/her fees for service.

Application Procedure:

Please send cover letter (with compensation requirements), resume, 3 references and samples of your work to:

MainStreetCareers@gmail.com

No phone calls, please. The closing date for applications is January 31, 2014.

S.H.O.P. is an affirmative action-equal opportunity employer.