

Eugene's Weekly
Handcrafted
Marketplace



Employment Opportunity: Manager of Market Promotions & Advertising

To apply:

Email a cover letter describing why you want to work for the Eugene Saturday Market, a short list of links to your relevant online portfolios, web and social media work that you would like us to see, and the completed application to:

employment@eugenesaturdaymarket.org with Promo Search Committee in the subject line. Please save the pdf with the file name as "Your-Name-Promo-Application.pdf"

(Attn: Mac users, if you are planning on emailing, please open and save in Acrobat, not Preview.)

or print and send via regular mail to:

Attn: Promo Search Committee
Eugene Saturday Market
30 E. Broadway #124
Eugene, OR 97401

Deadline to apply is June 9, 2017.

Manager of Market Promotions and Advertising

General Job Description

This person is the public representative of Eugene Saturday Market, primarily responsible for branding, marketing and promotional activities, publicity, public relations, websites and social media presence. Works cooperatively with the General Manager in the overall management and daily operation of Saturday Market and Holiday Market. This is a full time position, with some monthly evening committee meetings. Presence at all Market events is required. (Generally 12 PM - 8 PM on Saturdays, April - mid-Nov.; Weekends plus some weekdays, mid-Nov. - Christmas Eve.)

Specific Responsibilities

Marketing, Publicity and Public Relations

Responsible for planning, budgeting, producing and placing annual marketing for Saturday Market and Holiday Market.

Maintains active presence and grows current social media channel engagement (Facebook, Twitter, Instagram, Pinterest) adding others as appropriate.

Develops, coordinates and promotes special promotional events such as Market-Wide Sale, Mothers Day Give-away, Holiday Elf Hunt

Produces and distributes Press Releases regarding Market Events

Is Market contact and main spokesperson for local news media outlets

Maintains and regularly updates Saturday Market and Holiday Market websites

Produces monthly email customer newsletter

Places and maintains listings on tourist and event websites, maps, etc.

Directly supervises the Stage Manager, getting weekly information on performance schedule for posts and signage, and performer payments.

Market Operations

Uses Market day to connect with Market members and customers, capturing content for advertising and social media campaigns. Posts to social media from Market event days as appropriate.

Shares supervision of Market assistants, security staff and volunteers with General Manager.

Supervises Market day activities mid-afternoon (once the GM leaves). until closing, including trouble-shooting and interacting with members and the general public to assure the safety, security and cleanliness of the Market.

Helps to staff the information booth during member check-out period, 5 pm – 5:30 pm

Assists in after-Market closing duties including counting and depositing cash, and other record keeping activities.

Member Support Services

Manages and produces Market communications to Members including:

- Weekly Market newsletter during Market season.
- Event applications and information packets in print and online, collaborating with GM and Membership Coordinator
- Important notices to membership via email list and Member Facebook Group

Is main administrator for private Market Member Facebook Group

Co-creates promotional materials with individual members, i.e. business cards, product labels, signage

Community Liaison

Attends monthly meetings of Downtown Eugene Merchants group and Unique Eugene, committee involvement strongly encouraged.

Establishes and maintains good working relations with local arts/crafts groups, tourism groups, media representatives and other civic and professional groups.

Board and Committee Relationships

Attends all Saturday Market Board of Directors meetings, Holiday Market meetings and other committee and task force meetings as needed.

Reports monthly to Board of Directors on Marketing activities and plans

Records and distributes minutes of Holiday Market and other committee meetings as needed.

Desired Qualifications

Well developed oral and written communication skills

Advanced skills with Adobe Suite programs on Mac platform. (Primarily InDesign, Photoshop, Lightroom, Dreamweaver)

Adept in using various social media platforms, prior experience with business promotion preferred

Experience in developing and producing marketing and promotional materials

Experience working with advertising budgets

Experience with community-based organizations

Experience in craft, retail, and/or events management

Skills in working with people from a diverse range of backgrounds

Commitment to self-directed continuing education on job-relevant topics

Salary: Dependent on experience

Benefits: Health insurance, vacation and holidays, life insurance

APPLICATION FOR EMPLOYMENT

Please type or print all information requested.

Please complete all 5 pages.

GENERAL INFORMATION

Name: Last	First	Middle	
Address	City	State	Zip
How long have you lived at this address?			
Previous Address	City	State	Zip
How long did you live at this address?			
Contact Phone	Other Phone		
E-Mail Address	Are you legally entitled to work in the U.S.? <input type="checkbox"/> Yes <input type="checkbox"/> No		

POSITION

Position Applied for	Salary Desired
Date available for work	
How did you learn of us? Do you have a specific connection to Saturday Market (family, friends, neighbors)?	

EDUCATION AND TRAINING

Type Of School	Name Of School	Location	Years Completed	Major & Degree
High School				
College (Under-grad)				
College (Grad)				
Bus. or Trade School				
Professional School				
Occupational License, Certificate or Registration	Number	Where Issued	Exp. Date	

Languages Read, Written or Spoken Fluently Other Than English

VETERAN INFORMATION (MOST RECENT)

Branch of Service

Date of Entry

Date of Discharge

SPECIAL SKILLS

List pertinent skills that may apply to this position, such as computer software proficiency, accounting, etc

Is there anything you wish to avoid in a new job?

WORK EXPERIENCE

Please list your work experience for at least the past ten years beginning with your most recent job held. If you were self-employed, give firm name. You may include volunteer work. Attach additional sheets if necessary.

Employer	Telephone Number	From (Month/Year)
Address		
Job title	Number of Employees Supervised	To (Month/Year)
Specific Duties		Hours Per Week
		Starting Salary
		Last Salary
		Supervisor
Reason for leaving (be specific)	May We Contact This Employer? <input type="checkbox"/> Yes <input type="checkbox"/> No	

Employer	Telephone Number	From (Month/Year)
Address		
Job title	Number of Employees Supervised	To (Month/Year)
Specific Duties		Hours Per Week
		Starting Salary
		Last Salary
		Supervisor
Reason for leaving (be specific)	May We Contact This Employer? <input type="checkbox"/> Yes <input type="checkbox"/> No	

Employer	Telephone Number	From (Month/Year)
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Specific Duties		Hours Per Week
		Starting Salary
		Last Salary
		Supervisor
Reason for leaving (be specific)	May We Contact This Employer? <input type="checkbox"/> Yes <input type="checkbox"/> No	

Employer	Telephone Number	From (Month/Year)
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		Starting Salary
		Last Salary
		Supervisor
Reason for leaving (be specific)	May We Contact This Employer? <input type="checkbox"/> Yes <input type="checkbox"/> No	

Have you ever been terminated or asked to resign from any job? Yes No

If yes, please explain: _____

REFERENCES

Please list three references other than relatives.

Name
Position
Company
Address
Telephone
E-Mail

Name
Position
Company
Address
Telephone
E-Mail

Name
Position
Company
Address
Telephone
E-Mail

PLEASE READ CAREFULLY

APPLICATION FORM WAIVER

In exchange for the consideration of my job application by The Saturday Market, Inc. (hereinafter called “the Company”), I agree that:

Neither the acceptance of this application nor the subsequent entry into any type of employment relationship, either in the position applied for or any other position, and regardless of the contents of employee handbooks, personnel manuals, benefit plans, policy statements, and the like as they may exist from time to time, or other Company practices, shall serve to create an actual or implied contract of employment, or to confer any right to remain an employee of Saturday Market, or otherwise to change in any respect the employment-at-will relationship between it and the undersigned, and that relationship cannot be altered except by a written instrument signed by the Board Chair of the Company. If employed, I understand that the Company may unilaterally change or revise their benefits, policies and procedures and such changes may include reduction in benefits.

The information in this application was freely given and is, to the best of my knowledge, true and complete. I authorize investigation of all statements contained in this application. I understand that the misrepresentation or omission of facts called for is cause for dismissal at any time without any previous notice. I hereby give Saturday Market permission to contact schools, previous employers (unless otherwise indicated), references, and others, and authorize Saturday Market to receive any information about me contained in their personnel records and any evaluations of my job knowledge, skills and performance. I hereby release Saturday Market and anyone contacted by Saturday Market from any liability as a result of such contract.

I understand that, in connection with the routine processing of my employment application, the Company may request from a consumer reporting agency an investigative consumer report including information as to my credit records, character, general reputation, personal characteristics, and mode of living. Upon written request from me, the Company, will provide me with additional information concerning the nature and scope of any such report requested by it, as required by the Fair Credit Reporting Act.

I further understand that my employment with the Company shall be probationary for a period of ninety (90) days, and further that at any time during the probationary period or thereafter, my employment relation with the Company is terminable at will for any reason by either party.

Signature of applicant _____ Date: _____

By typing your legal name in the signature line and dating the document you are signing this form electronically

This Company is an equal employment opportunity employer. We adhere to a policy of making employment decisions without regard to race, color, religion, sex, sexual orientation, national origin, citizenship, age or disability. We assure you that your opportunity for employment with this Company depends solely on your qualifications.

Thank you for completing this application form and for your interest in our organization.