



Employment Opportunity

Job Title: Marketing and Events Coordinator
Position Type: Full-time - 35 hours per week
Location: Main Street Office, Chestertown, Maryland

ROLE:

The Marketing and Events Coordinator is responsible for administering and promoting initiatives that support economic vitality and attract residents, visitors, and businesses to downtown Chestertown. This role is ideal for a creative, organized, and community-minded individual who thrives in a fast-paced, people-centered environment.

1. Manage public-facing marketing and promotion
 - a. Create compelling content for website, social media channels, newsletters, press releases, and print materials.
 - b. Promote downtown businesses, events, and initiatives to both local and regional audiences.
 - c. Coordinate with local media, partner organizations, and Kent County Tourism Department.
 - d. Assist with managing and staffing the Kent County Visitors Center.
2. Community Engagement
 - a. Build relationships with and between Main Street Chestertown and downtown businesses, property owners, artists, community partners, and residents.
 - b. Facilitate business participation in marketing efforts, promotions, and collaborative campaigns.
 - c. Support volunteer recruitment and coordination for events and initiatives.
 - d. Represent Main Street Chestertown at community meetings and events as needed.
3. Lead planning and execution of events
 - a. Manage event logistics, including permits, vendors, entertainment, volunteers, signage, and public safety coordination.
 - b. Collaborate with local businesses and partner organizations to ensure broad participation and cross-promotion.
 - c. Build partnerships and offer strategic support to mission-similar event planners.
4. Administrative Support
 - a. Track participation and engagement metrics for events and campaigns.
 - b. Assist with grant applications, reporting, sponsorships, and fundraising activities.
 - c. Support the Executive Director and organization committees with materials, logistics, and project execution.

REQUIREMENTS:

- Excellent written and verbal communication skills
- Attention to detail and follow-through
- Proficiency with Microsoft Office Suite, Google Drive, E-mail, and social media platforms
- Proficiency with collateral and graphic design development software

To Apply:

Submit resume, cover letter, salary requirements, and marketing collateral samples to office@mainstreetchestertown.org no later than September 30, 2025

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