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FREDERICKSBURG • VA

EVENT AND COMMUNICATIONS MANAGER

Fredericksburg, VA Main Street, Inc.

Report to Fredericksburg VA Main Street's Executive Director

Fredericksburg, VA Main Street, Inc. (FVMS) is seeking a full-time Event & Communications Manager. The position will be responsible for overseeing all the organization's downtown events and will take a leadership role in social and digital media as well as assist with other administrative duties as assigned.

The mission of FVMS is to preserve Fredericksburg's historic fabric and rich cultural history while encouraging a thriving economic future. FVMS is a chapter of Virginia Main Street and Main Street America, an initiative originated by the National Trust for Historic Preservation that focuses on the revitalization of traditional downtowns to enhance the appearance and economic stability of the commercial district, and to improve community pride and quality of life for residents and visitors.

Duties & Responsibilities

- Utilize project management skills to plan and execute events to support the downtown community and encourage downtown pedestrian traffic.
- Impart an entrepreneurial approach to event and project planning and fundraising.
- Provide leadership for events including overall coordination of the volunteers and workers.
- Recruit participation from businesses, volunteers, and stakeholders.
- Facilitate First Fridays in Downtown Fredericksburg, including managing the Designated Outdoor Refreshment Area license with the help of a committee.
- Provide budget and track income and expenditures for each event.
- Lead the organizations communications efforts through digital and print media.
- Conduct digital and social media campaigns.
- Update the organizations website as needed.
- Collect data to determine success of event and communications initiatives.

Minimum Qualifications

- Bachelor's degree required.
- Passionate about the health of the downtown Fredericksburg community.
- Organized with excellent time management skills to manage multiple tasks and projects at once.
- Effective verbal and written communication skills.
- Must be personable and represent the organization well with all stakeholders.
- Must be able to develop stakeholder relationships.
- Great Problem-solving abilities to handle any challenges for the best results.
- Ability to delegate tasks effectively with a high-quality outcome.

Preferred Experience

- 3-5 years professional experience. Post-graduate degree may supplement.
- Demonstrated ability in fundraising as well as developing stakeholder relationships.
- Experience with WordPress, Meta Business Suite, and MailChimp or similar email client.

This is a full-time position with a flexible schedule due to the nature of the position. Must be able to work nights and weekends as needed. Compensation is \$40,000 - \$50,000 annually depending on experience. To apply please send you cover letter and resume to: info@FredericksburgMainStreet.org

Fredericksburg VA Main Street, Inc.

904 Princess Anne Street, Suite 303B - Fredericksburg VA, 22401

(540) 479-1595 info@FredericksburgMainStreet.org FredericksburgDowntown.org