



Job Title: Communications Specialist – Main Street Improvement Program

Location: On-site at 128 North Main Street, Mansfield, OH

Organization: Downtown Mansfield, Inc. (DMI)

Overview:

Downtown Mansfield, Inc. (DMI) is seeking a dynamic **Communications Specialist** to manage and implement a 20-month communications program for the **Main Street Improvement Project**, in partnership with the City of Mansfield as part of the Mansfield Rising Plan. The Communications Specialist will be responsible for ensuring clear, consistent, and timely communication with local business owners, the public, and visitors throughout the project's duration.

Project Duration:

January 2025 – July 2026 (20 months)

Hours: 10-20 hours per week

Compensation: \$23/hour

About Downtown Mansfield, Inc. (DMI):

Downtown Mansfield, Inc. is a non-profit organization focused on the revitalization, growth, and sustainability of downtown Mansfield. Through collaborative efforts with local businesses, community members, and government entities, DMI works to preserve the cultural and historic heritage of the downtown area while encouraging economic development and engagement. DMI supports the local community by hosting events, managing projects, and advocating for policies that drive progress and vitality in the heart of Mansfield.

About the Main Street Improvement Project:

The Main Street Improvement Project is a key component of the Mansfield Rising Plan, aimed at revitalizing downtown Mansfield's infrastructure, aesthetics, and accessibility. The project will focus on improving Main Street by upgrading pedestrian access, enhancing streetscapes, and optimizing parking and traffic flow. The improvements will make downtown more attractive and accessible for businesses, residents, and visitors, while maintaining the historical charm of the area. The project is expected to last from January 2025 to July 2026.

Key Responsibilities:

- **Develop and Implement a 20-Month Communications Plan:**
 - Create and execute a comprehensive communication strategy to keep the public informed on project progress, street closures, parking access, and other critical updates.
- **Manage Communications and Inquiries:**
 - Serve as the primary point of contact for all project-related communications. Address inquiries from downtown business owners, residents, and visitors.
- **Social Media Management:**
 - Maintain an active presence across social media platforms to share regular updates, progress reports, and promote engagement with the Main Street project.
- **Host Pop-Up Events:**
 - Organize and facilitate pop-up events to activate spaces along the Main Street corridor, encouraging community involvement and awareness.
- **Meeting Participation:**
 - Attend key meetings with project stakeholders, merchants, contractors, and other relevant partners. Ensure the flow of information between all parties involved.
- **Marketing and Signage Coordination:**
 - Collaborate with DMI and project stakeholders to create marketing materials, signage, and other key elements to promote the project and drive engagement.
- **Assist with GIS Data:**
 - Support the integration of GIS data for project mapping and communication purposes.

Required Skills and Experience:

- Proven experience in public relations, communications, or marketing, preferably with project management experience.
- Strong social media management skills and ability to create engaging content.
- Excellent written and verbal communication skills.
- Experience in organizing community events or public engagements.
- Ability to effectively manage multiple stakeholders and provide timely updates.
- Familiarity with GIS data is a plus.

Application Process:

Interested candidates should submit a resume and cover letter outlining their experience and qualifications. Resumes and cover letters, along with any questions, can be sent to jenniferk@downtownmansfield.com.

Resumes will be accepted through **November 15, 2024**.