

NOTICE OF VACANCY

TITLE: Salem 400 Coordinator
DEPARTMENT: Mayor's Office
REPORTS TO: Mayor or their Chief of Staff
POSITION STATUS: Part-time position, no benefits
SALARY: Hourly rate of \$35.00, not to exceed 17 hours/week (\$595/week)

JOB SUMMARY:

The Salem 400 Coordinator (Coordinator) will work with City of Salem (City) personnel and partners in efforts regarding Salem 400, the City's 400th anniversary in 2026.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Goals include advancing the work of Imagine Salem and facilitating the development of a shared community agenda for Salem 400. The goals may relate to departments' existing work plans with possible changes in prioritization, timing, sequencing, and/or the goals may require initiating new activities.

Identify and work with partners to connect events, programs, and projects that align with Salem 400 planning. Establish and maintain policies and procedures that ensure proper alignment of events, programs, and projects.

Maintain application process for event, program, and project submissions.

Make public contacts to promote Salem 400 and assist representatives of other groups in developing and extending programs.

Develop, plan, and coordinate a flexible program of activities for all segments, groups, and interest levels on behalf of the City, including serving in a support role for the 2026 "party" planning.

Expand and manage the Salem 400 website and brand. Create a communication plan for both internal and external audiences to advance the goals of Imagine Salem.

Define and execute a social media strategy using Facebook, Instagram, Twitter, and other platforms as appropriate.

Effectively and creatively promote affiliated events to further both the partner's and Salem 400's missions. Represent the City and serve as point of contact/facilitator for Salem 400.

Attend regular meetings of the Mass400 consortium to represent Salem 400 and the City, learning from and collaborating with other communities. Introduce and provide updates on Salem 400 to community groups and partners through presentations and other public-facing opportunities. Foster positive and collaborative relationships with residents, community groups, nonprofit organizations, businesses, institutions, schools, and other organizations.

Develop a viable fundraising model and assist in the solicitation of program and event sponsorships from local business enterprises and similar entities.

All other related duties as assigned.

REQUIREMENTS:

Familiarity with municipal government and/or nonprofit organizations; interest in urban planning.

Familiarity with Imagine Salem and/or Salem 400 preferred.

Good judgment in dealing with a diverse range of City employees, volunteer board/committee members, elected and appointed officials, and members of the public.

Excellent verbal and written communication skills, including proofreading, and a solid understanding of social media networking channels.

Considerable knowledge of modern office practices and procedures. Must be computer literate with knowledge of Microsoft Office suite. Familiarity with content management systems desirable.

PROPOSED FEE AND TIMEFRAME:

Work should begin on July 1, 2021, and it is anticipated that the level of effort will approximately equate to a half-time position in 2021-2022. The work schedule will be arranged to be mutually agreeable to the City and the Coordinator and work will occur during regular City working hours (Monday-Wednesday: 8:00-4:00; Thursday: 8:00-7:00; Friday: 8:00-12:00). The City will provide a workspace, computer, phone, and basic office supplies.

Position timeframe may be amended and extended.

PHYSICAL DEMAND AND WORK ENVIRONMENT:

The physical demands and work environment described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. To perform the essential functions of the job, the employee is required to hear, talk, stand, walk, operate office equipment, keyboards and perform repetitive motions. Employee may be required to carry supplies, or set up displays, and lift up to 20 pounds. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The work environment is typical of an office, and noise level may increase depending upon work location assignment. May be required to visit neighborhoods and residents outside of the office.

Qualified individuals are encouraged to apply with a cover letter, resume and references to jobs@saalem.com. Position will remain open until a candidate is selected.

CITY OF SALEM

Human Resources
98 Washington Street
Salem, Massachusetts 01970

Lisa B. Cammarata, Director

DATED: June 7, 2021

The City of Salem is committed to maintaining a work and learning environment free from discrimination on the basis of race, color, religion, national origin, pregnancy, gender identity, sexual orientation, marital/civil union status, ancestry, place of birth, age, citizenship status, veteran status, political affiliation, genetic information or disability, as defined and required by state and federal laws. Additionally, we prohibit retaliation against individuals who oppose such discrimination and harassment or who participate in an equal opportunity investigation.