



Downtown Newark Association Coordinator

The Downtown Newark Association (DNA) exists to develop programs that promote and enhance Downtown Newark as a great place to live, do business and visit. With 110 business and individual members, the organization is seeing great progress as the revitalization of Downtown Newark has been underway. A volunteer executive committee serves the organization with its administrative, financial and operational needs. All of these volunteers run, own, or work for a downtown business. As to be expected, as the organization grows with its added members, the needs of the membership also grows. It is difficult for the volunteer officers to ensure that their own businesses are run well while still fulfilling the needs of the DNA and its mission – “to preserve the historic nature of our city while readapting the usage of the district to fit the needs of our community today.”

For these reasons, the DNA is seeking a professional, part-time employee with a passion for Downtown Newark to assist with various areas of marketing, events and membership. This position would report to the volunteer Executive Committee and entail 50 hours per month. The person filling this position would bring a fresh perspective to not only the officers and executive committee of the DNA, but also identify areas of growth for the membership. Areas which this position could explore (but are not limited to) include:

- Events
 - Organize and plan the Final Fridays (April – October) and other events as created
 - Work to create collaborations for each of these events
- Marketing and Advertising
 - Social media
 - Expanding presence on Facebook and featuring all members at various times
 - Expanding presence on Instagram
 - Creating Twitter and/or other media platforms
 - Work with advertising chair to create marketing for all organization events
 - Work with local radio, newspaper, and billboard accounts to establish contracts for events
- Membership
 - Introduce and maintain relationships with the business and individual members of the organization
 - Assist with the membership renewals
 - Ensure that membership benefits are being utilized and realized by members
- Information
 - Disperse DNA information to members and the public by way of email (Mail Chimp), press releases, online community forums/websites, etc.
 - Establish newsletter/email to community members (outside the organization) as to updates with the DNA and Downtown Newark

- Economic
 - Work with committee to come up with fresh ideas for business-to-business resources
 - Research ideas for collaboration with private and public entities around the area
- Education
 - Develop workshops and classes that would benefit a variety of small businesses and organizations in the area
 - Set up speakers and presenters for workshops/classes to the membership
- Finance
 - Work with the finance committee to order organizational audit and analyze results from audit
 - Bring outside perspective on some ideas to invest organization funds for future sustainability
 - Learn and assist with a non-profit organization's accounting system

The position, while addressing each of these areas in some way, will be most focused on helping create realistic and sustainable goals for the future of the organization. The DNA believes that “by working collaboratively, we have the opportunity to create a thriving specialty shopping and entertainment district that is fuel for economic development that extends citywide.” The person that fills this position will bring a fresh, outside perspective as to what the DNA can better provide to its members, as well as assist the volunteer executive committee with better ways to serve its organization. As no physical building hosts the DNA, this position will possibly work out of the Licking County Library, although could also be done from the convenience of various locations.