



NICK
**DOWNTOWN EXPERIENCE
COORDINATOR**
TRAVERSE CITY
DOWNTOWN DEVELOPMENT
AUTHORITY

CORE TASKS

- Invoicing, merchant communications, gift certificate sales
- IT assistance and general office management
- Coordination of Farmer's Market, Friday Night Live and other events
- Responsible for graphic design and social media

OUTLOOK



**Increase in
job demand**

**Check out other
occupations like
HR Specialist or
Sales Engineer**



ANNUAL SALARY RANGE

\$32,330–\$96,270

MICHIGAN



\$32,750–\$89,470

**NORTHWESTERN
MICHIGAN**

• Salary information from O*net

**Nick's thoughts on getting into careers for
outreach or publicity:**



Volunteer – a ton!
Get involved.
Realize that you are a brand.



HIGH SCHOOL CAREER TECH OPTIONS

- Charlevoix Emmet ISD Career Tech Programs: Business Administration Management; Marketing, Sales and Service
- Northwest Education Services Career Tech Center: Business Careers; Graphic Arts; Film and New Media
- Wexford Missaukee ISD Career Tech Center: Business Management Administration; Hospitality, Retailing and Entrepreneurship



EXPERIENCE COORDINATORS OFTEN HAVE AN ASSOCIATES OR A BACHELORS DEGREE

- Baker College
- Kirtland Community College
- North Central Michigan College
- Northwestern Michigan College
- Westshore Community College
- University Center (NMC):
 - Davenport University (Business)
 - Ferris State University Business

FOCUSING ON CAREERS NEAR YOU



Northwestern Lower Michigan Region



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Services provided through Michigan Works! and a MiSTEM grant awarded by the Michigan Department of Education