

# Marketing Coordinator

Company:	Downtown Tempe Authority Inc. (DTA)
Our structure:	501 (c)6 nonprofit
Location:	Tempe, AZ
Status:	Part-time hourly employment ~ approximately 20 hours/week
Work space:	Mix of in the office and remote work
Reporting:	Reports to Marketing Director, who reports to the Executive Director

## **What are we all about?**

DTA is an Enhanced Services District that exists to improve the vitality and viability of Downtown Tempe. We serve our property owners, businesses, merchants, customers and visitors. We provide services that range from planting flowers and cleaning sidewalks, to hosting events and marketing Downtown as a destination. We manage the parking downtown and have safety and clean programs that keep the streets comfortable and maintained. We want Downtown Tempe to be the most urban, attractive, and energetic place to be. We want to attract new businesses, new residents, and new guests every day.

The organization has been in existence for 27 years and we produce major events downtown such as Tempe Festival of the Arts and the Fantasy of Lights parades.

## **Who do we need to join our team?**

Downtown Tempe is a place that is highly focused on the experience of our guests, residents and workers. We exist to enrich this urban core by creating excellent moments for people to connect with downtown. We are looking for someone who understands the vibe of a great downtown and knows how to convey that in an authentic manner, through our marketing and communications. We want someone who is savvy when it comes to social media, has a handle on graphics, can dabble in influencer marketing and will constantly come up with new ways to have fun with all the tools that are available. We have a very eclectic group of offerings that all need different communication techniques. We need to spread the word about our programs, our businesses, our events, events of others, new developments taking place, our successes, etc. But above all, Downtown Tempe is a destination and that story needs to be told. There is a lot of good news and we need someone clever to tell all these great stories.

This position will report to the Marketing Director. In addition, this person will assist with other activations as needed. This individual will be part of a small creative team that works collaboratively and gets energy from each other.

## **How does the ideal Marketing Coordinator show up?**

- You are driven by the details and have a system of lists that keeps you on track;
- You love to go to public places and check out the vibe of what's going on and observe their signage and branding;
- You gravitate towards more eclectic places, public art, funky restaurants, that boutique retailer ... and you follow them all on social;
- You are very conscious about our brand, our voice and creating content that is inclusive and welcoming to all;
- You follow the new trends of social media, you critique the commercials during the Super Bowl and you might be the only one of your friends to notice the rotating ad on the back of the pedicab;
- You walk into a new business and absorb everything from their color palette to their menu items to the font choice on the signage;
- You are NOT a person that wants consistency each day, but can handle variety;
- You work well with a team that brainstorms and strategizes at unplanned moments;
- You are comfortable in an organization that moves quickly and adapts regularly;
- You thrive in an environment where you are able to manage your own work load;
- You love events and don't mind the evening and weekend hours needed for capturing content;
- You do not need constant supervision to complete a task or project, you take initiative and get things done!

## **What will you be responsible for?**

- Updates and Maintains the Digital Content Calendar;
- Curates content, photos, and video for the blog, website, and social channels;
- Coordinates social media posts, stories, and promotions;
- Maintains the website and SEO optimization;
- Updates or refreshes blog content;
- Creates event signage and collateral;
- Posts during events;
- Maintains the photo and video library;
- Tracks results and produces monthly reports related to marketing activities;
- Creates graphics for posts and flyers/posters;
- Writes and edits copy;
- Assists in the strategic marketing plan;
- Assists at events;
- Manages a campaign budget;
- General marketing support.

### **Skills and character we'd like to see:**

- Proficiency with Adobe Creative Suite and Canva
- Proficiency with Microsoft programs
- Proficiency with website management
- Basic graphic design experience
- Commitment to a culture that promotes Diversity, Equity and Inclusion
- Project management experience
- Marketing acumen
- Excellent writing skills
- Passion for the urban experience
- Passion for the art of gathering
- Team work ethic
- Ability to self-start, self-manage, and achieve results within established goals
- Adaptability in a changing professional world

### **To Apply:**

Please send a resume and cover letter to Bethany Kennedy (bethany@downtowntempe.com). In addition, please attach answers to the following questions or answer these questions in your cover letter.

1. Describe content that you posted that got a great deal of engagement and explain why you believe it was so well received.
2. Describe an experience in managing a project when unexpected challenges popped up and explain how you handled them.
3. Describe your ideal working environment: the team, the manager, the space, the style, and the culture that makes you thrive.
4. At our core, our purpose is to create a meaningful experience in Downtown Tempe, explain how this resonates with you.

This position will be open until we find the ideal candidate. Downtown Tempe Authority Inc. offers competitive salaries a flexible work schedule.