

Marketing Coordinator

Company:	Downtown Tempe Authority Inc. (DTA)
Our Structure:	501(c)6 nonprofit
Location:	Tempe, AZ
Status:	Full-time salary employment ~ 40 hours/week
Work Space:	Mix of in the office and remote work
Reporting:	Reports to Director of Marketing & Strategy
Salary Range:	\$46,000–\$48,000 annually, depending on qualifications and experience.

What We're Looking For

Downtown Tempe Authority (DTA) is seeking a creative, organized, and detail-oriented Marketing Coordinator to support the promotion of Downtown Tempe's businesses, events, programs, and initiatives.

This is a hands-on role for a marketing generalist who enjoys variety and isn't afraid to jump in where needed. No two days look exactly the same, and successful candidates are comfortable balancing multiple projects while helping bring campaigns, events, and marketing initiatives to life.

We're looking for someone who takes initiative, stays organized, works well with others, and is excited to contribute to a small team that values creativity, adaptability, and community. A genuine interest in downtowns, local businesses, and events is a plus.

Key Responsibilities

- Maintain and update the Downtown Tempe website, including event pages, calendars, blogs, and other website content.
- Maintain and update the Tempe Festival of the Arts website to support both annual festivals, ensuring content remains accurate, current, and user-friendly.
- Coordinate the execution of marketing campaigns, seasonal promotions, and organizational initiatives across multiple channels.
- Create and adapt marketing materials including social media graphics, signage, presentations, marketing kits, print collateral, and other promotional assets.
- Prepare, organize, and resize creative assets for use across digital, print, email, advertising, and event marketing channels.
- Write and edit marketing copy for websites, digital advertising, promotional materials, and other marketing initiatives.

- Support the creation and collection of photo and video content to promote Downtown Tempe businesses, events, programs, and campaigns.
- Manage and maintain marketing platforms and tools, including Facebook Events and other department systems.
- Coordinate marketing assets, timelines, and project deliverables to support successful campaign implementation.
- Assist with the production of event marketing materials, signage, promotional assets, and on-site marketing needs.
- Attend Downtown Tempe Authority events and activations to support marketing operations, content collection, campaign execution, and event operations.
- Maintain organized marketing asset libraries, project files, and department documentation.
- Collaborate with team members, external partners, businesses, and vendors to support marketing initiatives and organizational goals.
- Assist with reporting, analytics, project tracking, and performance measurement.
- Provide general marketing support and contribute to a variety of projects as assigned.

Qualifications

Required

- Bachelor's degree in Marketing, Communications, Public Relations, Journalism, or a related field, or an equivalent combination of education and professional experience.
- 2-4 years of professional experience in marketing, communications, digital marketing, or a related field.
- Ability to work independently, take initiative, and manage multiple priorities.
- Strong writing, editing, proofreading, and communication skills.
- Experience updating and maintaining website content through a content management system (CMS).
- Ability to manage multiple projects and deadlines simultaneously.
- Excellent organizational skills and attention to detail.
- Graphic design experience using Canva.

Preferred

- Passion for downtown districts, small businesses, community events, and creating memorable experiences.
- Experience managing social media and digital advertising campaigns.
- Familiarity with Meta Business Suite and Google Analytics.
- Graphic design experience using Adobe Creative Suite.

- Photography and videography experience for digital content creation using I-Phone.
- Experience working in events, tourism, destination marketing, nonprofit organizations, or community-based organizations.

Work Environment & Physical Requirements

- Typical schedule is Monday-Friday during standard business hours, with occasional evenings, weekends, and holidays required for event support.
- Hybrid role with up to two remote workdays per week available after the first 90 days.
- Attendance at Downtown Tempe Authority events and activations is a required component of this role.
- Ability to stand, walk, and work outdoors for extended periods during events.
- Ability to lift and transport marketing materials and event supplies up to 25 pounds.
- Ability to operate a motor vehicle and have a valid driver's license.

Benefits

Downtown Tempe Authority Inc. offers competitive salaries and a generous benefits package.

Benefits include health insurance, 401(k) matching, paid time off and holidays, flexible scheduling, cell phone reimbursement, and professional development opportunities.

About Downtown Tempe Authority

Nestled along the shores of Tempe Town Lake, Downtown Tempe is a district like no other. Downtown Tempe Authority, the area's Business Improvement District, champions more than 165 street-level businesses, the majority locally owned, and works to shape every downtown experience. From keeping streets clean and safe, to advancing parking and mobility technology, to producing signature events and activating public spaces, DTA works to create a positive and welcoming experience for residents, businesses, and visitors.