



Marketing / Communications Coordinator

Updated May 2023

Position Summary

The Marketing and Communications Coordinator helps to craft and implement the strategic messaging of the Downtown Boulder Partnership (DBP) and sister organizations through the development of consumer marketing and communication campaigns that support DBP's mission and operating plan. The Marketing & Communications Coordinator reports to the Vice President of Marketing and Communications and oversees the Marketing Intern position.

Candidate should possess the following qualities: Outgoing with a good sense of humor; energetic; thrive in a fast-paced environment with many projects and overlapping deadlines; extremely detailed oriented and self-motivated; tech / digital media savvy; willingness to learn and always pitch in wherever and whenever needed (occasional nights and weekend event work required).

Essential Functions

- Ensures consistency of DBP's branding and integration of content and messaging across all marketing channels
- Creates and executes social media editorial calendar for consumer facing programs
- Supports the development and implementation of all DBP Signature Event advertising, marketing and outreach, maintaining brand consistency for all programs and initiatives
- Assists VP of Marketing and Communications on the development and implementation of the department's annual operating budget and plan

Overview of Specific Duties

- Recruit, hire & supervise Communications & Marketing Intern on semester basis
- Responsible for daily maintenance of & upgrades to BoulderDowntown.com using proprietary software (Geocentric's Citylight)
- Create a variety of newsletters including: weekly – foodie; bi-weekly public newsletter; monthly – event, parking, lodging, employment, real estate, retail newsletters in Constant Contact
- Researches and writes dynamic content for Foodie Friday blog weekly
- Oversee and manage Downtown Boulder's social media accounts – strategies & content creation
- Produce monthly website and social media analytics one sheet
- Spearhead logistics, coordination and updates on business spotlights
- Create and update video screen at Visitor Information Center
- Assist with writing/editing/fact checking of various communication & marketing pieces
- Work with membership team to maintain databases
- Oversee weekly electronic and print distribution of the Downtown Boulder Guidebook – update electronic version on a quarterly basis
- Support events team as needed (occasionally outside of normal business hours)
- Attend marketing, advertising and vendor meetings as necessary
- Create, update and maintain advertising traffic sheet to ensure collateral materials are received by deadlines
- Traffic event ads and work with graphic designer on production of pieces
- Maintain a marketing book that clearly outlines steps and procedures for position – 'how to' book
- Position will be responsible for minutes / note taking at monthly Business Improvement District board and marketing committee meeting
- Responding to general questions / providing information to the public as needed (via email and phone)
- Assist with the creation and distribution of various press releases as needed

Qualifications

- A bachelor's degree in communications, public relations, advertising or marketing or two years relevant work experience
 - Strong knowledge of social media (popular and emerging)
 - Entrepreneurial approach to problem solving
 - Strong interpersonal & communication skills
 - Intrinsically motivated and detail oriented
 - Proficiency in AP style writing and editing
 - Superior customer service / guest relations skills
 - PC Computer proficient; Working knowledge of graphic design programs (Adobe Creative Suite – mainly Photoshop) strongly preferred
 - Knowledge of HTML and/or basic functioning of websites a plus - as well as website CMS and/or CRM software
 - Familiarity with downtown Boulder (shops, restaurants, events)
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Salary Range: \$50-58K annually

This is a hybrid position with some in-person requirements and work from home flexibility. Excellent benefits package including: 100% employee health/dental/vision insurance coverage, Simple IRA with employer contribution, Free Boulder Eco-Pass, transportation, cell phone and wellness allowance and generous paid time off package.

Qualified candidates should send a cover letter & resume to Terri Takata-Smith, Vice President of Marketing & Communications (Terri@downtownboulder.org). No phone calls please. Please note, initial acknowledgement of receipt of your resume will be given. After that, only those who will be asked to interview will be notified.

The Downtown Boulder Partnership proudly operates as an Equal Opportunity Employer, striving to purposely build an inclusive workforce representative of various cultures, perspectives, and experiences. We believe in respect for all and do not discriminate based on race, color, religion, sex, gender identification, sexual orientation, national origin, age, disability, and/or genetic information. It is our intention that all qualified applicants be given equal opportunity and that selection decisions are based on job-related factors.