



Communications Coordinator

Central Atlanta Progress, Inc. (CAP) is a nonprofit corporation of Atlanta business leaders, property owners, and institutions working with each other and with the government since 1941 to help build a thriving center city. It carries out research and planning and serves as a catalyst for a wide range of programs and projects for the betterment of Downtown Atlanta.

The Atlanta Downtown Improvement District (ADID), founded in 1995 by CAP, is a public-private partnership and nonprofit, charitable organization that strives to create a livable environment for Downtown Atlanta. With a board of directors of nine private- and public-sector leaders, ADID is funded through a community improvement district.

Together, CAP and ADID are Atlanta Downtown.

We are seeking a Communications Coordinator, who will coordinate, execute, monitor, and measure the organization's marketing and communications efforts under the direction of the Vice President of Marketing. This is an exciting opportunity for someone with a passion for marketing, writing, social media, and relationship-building.

Who You Are:

- Lover of all things Downtown
- Curious and Creative Storyteller
- Social Media Savant
- Thoughtful Connector
- Always In the Know
- Bold Innovator
- True Teammate

Duties and Responsibilities:

- Lead outreach efforts – research, list-building, relationship-building – for key programs and projects as assigned.
- Contribute visual and written content for communications projects including, but not limited to, website, social media, newsletters, and other methods of communication.
- Assist in the execution of CAP/ADID's social media strategy on Facebook, Instagram, Twitter, and LinkedIn, with a focus on content curation/creation.
- Assist with maintenance of the organization's website utilizing an integrated content management system
- Assist with the management of CAP/ADID's constituent database and distribution lists, with a focus on Salesforce, Mailchimp and Critical Mention platforms.
- Track and report the effectiveness of all marketing efforts (events, website, email, social media) through metrics and analytics.

- Coordinate the monthly Downtown Marketing Roundtable meeting in collaboration with Creative and Marketing Specialist
- Assist with project coordination to internal teams, coordinating project timelines, ensuring timely project completion, and communicating status updates and clear expectations for project execution
- Create, edit, and send email campaigns to segmented audiences; keep abreast of industry trends in digital communications
- Assist with the implementation of the Centennial Park District (CPD) marketing program

Required Qualifications

- Ability to perform duties as listed above
- Excellent oral and written communication skills
- Ability to thrive and work effectively independently and as a part of a team
- Strong attention to detail and accuracy, the ability to prioritize and organize multiple projects, meet deadlines, problem-solve and multi-task
- Experience with Adobe Creative Cloud, MS Office, Google Docs, Mailchimp, and Salesforce
- Ability to accomplish projects with little supervision
- Exceptional customer service and interpersonal skills are required
- Presents self in a highly professional manner to others

Desired Qualifications:

- Previous connection to Downtown Atlanta and/or experience with urban planning or place management
- Experience with planning and producing events
- Fluency using Salesforce
- Database management experience preferred
- Expertise level experience with G Suite, particularly Google Ad Words
- Project management capabilities

Other Duties:

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

Work Environment

This job operates in a professional office environment. This role routinely uses standard office equipment such as laptop computers, photocopiers, and smartphones.

Position Type/Expected Hours of Work

This is a full-time position. Days and work hours are Monday through Friday, 8:30 a.m. to 5 p.m. Occasional evening, weekend, and early morning work may be required as job duties demand. Work will be done predominantly in a downtown Atlanta office.

Compensation Package

\$40,000-\$45,000 depending on experience

Medical and dental benefits, Short-term disability, and 401k savings program

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is frequently required to sit, stand and reach with hands and arms. The employee is occasionally required to lift and/or move up to 30 pounds.

To Apply:

Interested applicants should send a cover letter and resume to marketing@atlantadowntown.com by end of day September 30, 2022.

In your cover letter, please outline how your experience matches with the knowledge, skills, experience and training listed. Also share why you're interested in the role.

Employment is provided through Central Atlanta Progress, Inc. CAP is an equal opportunity employer and will consider all qualified applicants for employment without regard to age, disability, religion, creed, political affiliation, race, color, sex, marital status, sexual orientation or national origin. The statements contained in this position description are not necessarily all-inclusive, additional duties and responsibilities may be assigned and requirements may vary from time to time. Professional business references and a background check will be required for all final applicants selected for a position.