



Marketing and Event Coordinator

Deadline to Apply – June 30, 2021

Central Atlanta Progress (CAP) and the Atlanta Downtown Improvement District (ADID) seek a dynamic and motivated individual to join the team of professionals who manage marketing and communications efforts for the organization. The successful applicant is polished, educated, creative, and works well under the direction of CAP's Marketing Manager. Along with administrative duties, this position will support marketing needs across a broad range of programmatic areas, including planning, urban design, sustainability, capital projects, and economic development, with a primary focus on transportation. CAP/ADID's Downtown Connects transportation management team provides services to the Downtown community with the ultimate goals of reducing traffic congestion, facilitating mobility, addressing parking demand and improving air quality.

Job Description

Reporting to the Marketing Manager, this position requires a wide range of duties within the spectrum of marketing and event coordination to support the programmatic goals of the organization.

Duties and Responsibilities:

- Serve as marketing liaison to the Downtown Connects team and other internal departments by managing program goals and timelines, ensuring timely project completion, and communicating status updates and clear expectations for project execution.
- Conceive and execute engaging outreach events and promotions, to include a robust program of events and activations that encourage Downtown commuters to try alternative modes of transportation.
- 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 Sales Force, Mailchimp and Cision platforms.
- Track and report the effectiveness of all marketing efforts (events, website, email, social media) through metrics and analytics.
- Steward CAP/ADID's editorial and brand standards, ensuring the consistency and visual integrity of all communications.
- Coordinate the monthly Downtown Marketing Roundtable meeting in collaboration with Marketing Manager.
- Other duties, as assigned.

Qualifications

Education & Experience:

- Bachelor's degree in related field required.
- At least two years of work experience in an office environment, preferably at a nonprofit
- Excellent oral and written communication skills
- Database management experience preferred.
- Strongly skilled in Microsoft Office Suite, GSuite, Mailchimp, Sales Force and major social media platforms
- Some graphic design experience preferred but not required.

Knowledge, Skills and Abilities:

- 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
- Ability and willingness to occasionally work some early mornings, evenings, and weekend days
- Ability to accomplish projects with little supervision
- Exceptional customer service and interpersonal skills are required
- Presents self in a highly professional manner to others
- The employee must occasionally lift and/or move up to 30 pounds

Employment is provided through Central Atlanta Progress, Inc. (CAP). 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.

Compensation is expected to be in the range of \$40,000 dependent upon qualifications, and experience. CAP offers employees a competitive benefits package including health insurance, dental insurance, short-term disability and a 401(k) savings program.

Application Guidelines/Contact:

Qualified applicants should submit resume, cover letter and writing samples to:
Paige Sullivan; psullivan@atlantadowntown.com

Only those applicants deemed qualified will be contacted. [No phone calls or visits, please.](#)