



Job Description:

Marketing and Communications Coordinator (Part-Time)

THE OPPORTUNITY:

Are you passionate about shaping the soul of our city, Downtown Memphis? Do you get excited about supporting creative promotional campaigns, dynamic events, and unforgettable activations that bring people together and spark new energy in Downtown Memphis? If that sounds like you, the Downtown Memphis Commission (DMC) has an exciting opportunity for you in our Marketing Department.

POSITION SUMMARY:

The Marketing and Communications Coordinator reports to the Director of Marketing and is responsible for providing administrative assistance and supporting the Downtown Memphis Commission's (DMC) internal and external marketing and communications to promote Downtown Memphis, the DMC, and the Central Business Improvement District (CBID). This position supports answering phone calls/emails and/or forwarding them to the appropriate party, the planning of DMC events, promotions, digital marketing strategies, and public relations initiatives set by the Chief Marketing Officer, and other office functions as necessary. The ideal candidate will be passionate about Downtown Memphis and committed to building a downtown for everyone.

ESSENTIAL FUNCTIONS:

- Supporting the Director of Marketing in executing the day-to-day operations of the marketing department and supporting the marketing efforts of the entire DMC team.
- Supports the DMC marketing and communications plans, growing awareness of DMC as a destination for businesses, residents, visitors, and investors.
- Writes creative and compelling content for the website, publications, applications, and other briefs and acts as editor for the organization.
- Measures digital and social media programs and campaigns and creates monthly performance reports.
- Represents the CBID at designated events, meetings, and presentations.
- Performs other duties and responsibilities as assigned.

POSITION REQUIREMENTS:

- Associate's degree in Business Administration or related field preferred
- Requires a minimum of 2 years customer service and administrative experience.
- Flexibility and willingness to occasionally work irregular hours, nights, and weekends in support of District programs, events, and promotions
- Typically, this position requires the ability to walk, bend, stoop, and carry items weighing up to 25 pounds

Candidate Knowledge, Skills, and Abilities:

- Self-starter able to efficiently execute initiatives and actively manage deadlines
- Proficient written and verbal communication skills.
- Proficient in MailChimp, Word/Excel and/or Google Docs, PowerPoint, Canva, and all computer programs required to meet the above duties and responsibilities
- Creative thinker with a passion for developing fresh, out-of-the-box ideas
- Experience with or strong working knowledge of
 - Community engagement and surveying
 - Analysis and marketing tools such as Meta, Google Analytics, MailChimp, and Survey Monkey
 - Event planning and non-profit experience are helpful

This position description is a general overview of the responsibilities of the Marketing and Communications Coordinator. This position is a part-time, non-exempt, AT-WILL position.

Duties and responsibilities are subject to modification occasionally, with or without prior notice. In order to perform the necessary duties and responsibilities of this position, the selected person must possess the skills, aptitude, and abilities to perform all of the listed duties and responsibilities proficiently.

Position salary range is dependent on qualifications and experience. Due to the nature of the work, this is an in-person position. Additionally, the selected candidate is expected to reside within Shelby County, Tennessee.

The Downtown Memphis Commission fully supports equal employment opportunity and does not discriminate against any applicant for employment because of race, gender, age, religion, national origin or disability. All employment decisions, including hiring, termination, promotion, compensation, and benefits, are based on the ability to perform the essential functions of the job and are made without regard to race, color, sex, sexual orientation, religion, national origin or ancestry, age, or disability or any other non-merit factor.

Ready to Apply?

Please send a current resume and cover letter to "Hiring Manager" at jobs@downtownmemphis.com.