

INTEGRATED MARKETING COORDINATOR

Reports to: Vice President of Marketing & Communications

OVERVIEW:

The Integrated Marketing Coordinator will support the integrated marketing of the DDP and BIZ, including but not limited to video journalism, media relations, social media, website coordination, and content creation, with an overall goal of increasing brand awareness and stakeholder activation.

Reporting to the Vice President of Marketing and Communication, the Integrated Marketing Coordinator will implement integrated marketing plans that effectively support wide-reaching awareness of the Downtown Detroit Partnership. The position requires the ability to deploy resources strategically while managing multiple projects with a keen attention to detail and quality.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Job descriptions do not typically include every duty or responsibility that a person in the role may be asked to perform but the following is a thoughtful list based on current needs.

- Support implementation of Marketing and Communications plan for DDP and BIZ
- Coordinate with external consultants: website, graphic design, photo/video, printing and more
- Assist in marketing collateral for internal and external stakeholders and events
- Update website content ensuring all media, social and newsletter content links to/from website
- Gather metrics for website, social and earned media, and put together an initial analysis
- Conduct occasional photography on-site at DDP-related and BIZ events
- Support/coordinate content for email marketing campaigns
- Support development of collateral, including Annual Reports, Development Updates and PowerPoint presentations
- Create Small Business Engagement resource kit
- Develop, deploy, analyze surveys and reports in collaboration with DDP and BIZ
- Create media lists (national, regional, trade, local) using media database
- Report out on Sprout Social media metrics and other administrative tasks
- Coordinate efficient uploads of all photo and video files to appropriate platforms (Google Photos and YouTube)
- Compile media coverage for DDP and BIZ

QUALIFICATIONS and CORE COMPETENCIES

- Bachelor's degree and two years' work experience in related professional setting
- Branded social media storytelling and proficiency with video journalism
- Creative with a strong background in content creation and website management
- Insight of project management principles and practices
- Knowledge of Microsoft Suite, including PowerPoint, Word, Excel and others
- Understanding of basic HTML
- Strong problem-solving and critical thinking capabilities
- Ability to prioritize, plan, and organize with great attention to detail
- Proficient software experience with Adobe Creative Suite, including photo and video editing
- Strong written and oral communication skills



- Ability to work within a teamwork environment through adaptability, diplomacy, and emotional intelligence
- Willingness to demonstrate commitment to DDP’s mission, vision, and core values.

Interested and qualified candidates can apply by sending a resume and cover letter to DDPcareers@downtowndetroit.org

Downtown Detroit Partnership offers a comprehensive list of benefits for eligible employees including paid time off and holidays in addition to:

- Medical, Dental, Vision, Prescription Coverage, Health Savings Account
- 401k (with employer match of any contribution up to 6 percent of total salary)
- Long Term Disability and Life Insurance
- Flexible Spending Accounts (Healthcare FSA, Dependent Care, Commuter Transportation)
- Worksite Voluntary Benefits
 - Accident Insurance, Critical Illness
 - MetLaw and Life Lock
 - Holiday Savings Account
 - 529 College Savings Account
 - My Pet Protection Insurance
 - Fifth Third Bank Membership Benefit Banking Program
 - Working Advantage - access to exclusive savings on movie tickets, theme parks, hotels, Broadway, and Vegas shows, and shopping partners.

At Downtown Detroit Partnership, we are intentional about diversity, equity, and inclusion. Downtown Detroit Partnership, an equal opportunity employer, does not discriminate in employment opportunities or practices based on race, color, religion, sex, sexual orientation, genetic information, national origin, age, disability, height, weight, military status, veteran status, or any other characteristic protected by law.