



MARKETING AND COMMUNICATIONS COORDINATOR

Reports to: Director of Marketing & Director of Communications

The Marketing and Communications Coordinator will primarily support marketing of the DDP and BIZ, including but not limited to email marketing, production of creative, database management and more, with an overall goal of increasing brand awareness.

The Marketing and Communications Coordinator will implement 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
- Present and maintain a positive public image of the organization
- Coordinate with external consultants: website, graphic design, photo/video, printing and more
- Coordinate production process for marketing collateral
- Assist in marketing collateral for internal and external stakeholders and events
- Update website content and manage all domain and hosting contracts are up to date
- Organize and update contacts within DDP and BIZ Salesforce and Mailchimp lists
- Gather metrics for website and earned media, and put together an initial analysis
- Conduct occasional photography on-site at DDP-related and BIZ events
- Lead coordination of new Spirit Card merchant applications, activation process and mailing of collateral
- Support/coordinate content for some 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
- Develop BIZ media kit for inclusion on website
- Manage news and magazine subscriptions and events calendars

QUALIFICATIONS

- Bachelor's degree or one to three years work experience in related, professional setting.
- Ability to prioritize and execute projects simultaneously with exceptional quality and meticulous attention to detail.
- Project management principles and practices.
- Knowledge of Microsoft Suite, including PowerPoint, Word, Excel and others.
- Software experience with Adobe Creative Suite, including photo and video editing.
- Willingness to demonstrate commitment to DDP's mission, vision and core values.

CORE COMPETENCIES

- Critical thinking and problem solving
- Decision-making
- Attention to detail
- Quick to action
- Conflict resolution and customer service
- Planning, prioritization, and organization
- Verbal and written communication
- Teamwork
- Adaptability
- Diplomacy