



## Job Description

**Job Title:** Communication Coordinator

**Last Date Revised:** August 8, 2018

**Reports to:** Chief Operating Officer

**FLSA Status:** Exempt

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The Austin DMO, Inc. (d/b/a Downtown Austin Alliance) is a non-profit, 501(c)(4) corporation dedicated to increasing the value and vitality of downtown Austin. The organization is engaged in a myriad of projects and issues that contribute to the safety, cleanliness, accessibility, and appeal of downtown Austin for the enjoyment of residents, employees, and visitors. Broadly speaking, the organization's vision and voice are manifest in two primary ways. The first way is through advocacy and engagement in planning decisions that impact downtown. The second way is through direct services that supplement city services of cleanliness and safety. The areas of focus include promoting economic development, recruiting appropriate retail businesses, improving access and mobility, addressing key safety and cleanliness issues, partnering to revitalize parks and green spaces, and fostering the success of arts, entertainment and cultural events and programs in downtown Austin.

### Purpose of Position

The Communication Coordinator plays a critical role in the implementation of the organization's internal and external communication. This position supports the execution of digital communication and public relations, including developing, editing and scheduling content for social media and email marketing for the Downtown Austin Alliance family of brands. Additionally, this position handles logistics and scheduling for the communication team, including preparing meeting materials, event support, organizing media libraries, maintaining online events calendar and downtown directory.

### Essential Job Responsibilities

Develops, edits and plans written and visual content for regular social media and email communication for the Downtown Austin Alliance and Republic Square.
Compiles and maintains list of downtown-wide and Downtown Alliance events and news to develop content for use across communication materials.
Supports educational events and opportunities to promote the Downtown Alliance's brand and elevate position within the community.
Supports internal communication by helping to maintain a communication calendar and organize internal files and data.
Assists with development of presentations, marketing collateral and basic design projects.

Contributes to the efficiency of the organization by performing other duties and participating in special projects, as assigned.

**Minimum Job Qualifications:**

**Education**

- Bachelor’s Degree in marketing, communications, public relations or related field or equivalent combination of education and experience.

**Experience**

- At least two years of professional experience.

**Certifications / Additional Job Requirements**

- N/A

**Competencies and Skills:**

Strong interpersonal communication skills
Strong writing and editing skills
Curious, enthusiastic and creative
Team player
Proficient in Microsoft Office, basic knowledge of Adobe Creative Suite, CMS and database management
Desire to learn about and experience downtown Austin
Photography and videography experience a plus

**Management / Supervisory Responsibility:**

**This position is not responsible for the supervision of others.**

**Accountabilities:**

- |  |                                       |  |   |
|--|---------------------------------------|--|---|
| <input type="checkbox"/> Hire/Term             | <input type="checkbox"/> Compensation | <input type="checkbox"/> Budgets             | <input type="checkbox"/> Assign Work            |
| <input checked="" type="checkbox"/> Discipline | <input type="checkbox"/> Appraisals   | <input checked="" type="checkbox"/> Planning | <input type="checkbox"/> Work Review            |
| <input type="checkbox"/> Coaching              | <input type="checkbox"/> Promotions   | <input type="checkbox"/> Training            | <input checked="" type="checkbox"/> Work Leader |

**Knowledge Required**

Proficient in Microsoft Office, basic knowledge of Adobe Creative Suite, CMS and database management.

Experience developing content for social media or websites.

Ability to produce and take appropriate action with minimal direction.

CRM/website integration experience preferred.

**Physical & Sensory Demands of the Position**

Physical, sensory and mental requirements necessary to perform this job

<b>Seeing</b>	Yes	<b>Driving</b>	No	<b>Judgment</b>	Yes
<b>Perceptions</b>	Yes	<b>Pushing/Pulling</b>	No	<b>Decision Making</b>	Yes
<b>Hearing</b>	Yes	<b>Communications</b>	Yes	<b>Understanding</b>	Yes
<b>Speech</b>	Yes	<b>Verbal</b>	Yes	<b>Problem Solving</b>	Yes
<b>Dexterity</b>	Yes	<b>Reading</b>	Yes	<b>Directions</b>	Yes
<b>Movement</b>	No	<b>Writing</b>	Yes		<input type="checkbox"/>
<b>Climbing</b>	No	<b>Clerical</b>	No		<input type="checkbox"/>
<b>Lifting/Carrying</b>	No	<b>Analysis</b>	Yes		<input type="checkbox"/>
- # of lbs.		<b>Comprehension</b>	Yes		<input type="checkbox"/>

**Job Description Approvals:**

**Management:** \_\_\_\_\_ **Date** \_\_\_\_\_

**Human Resources:** \_\_\_\_\_ **Date** \_\_\_\_\_