



## Job Description

**Job Title:** Community Outreach Coordinator  
**Supervisor:** V.P. Marketing & Communication  
**FLSA Status:** Exempt

### Summary

The Community Outreach Coordinator helps plan and implement the outreach strategies that advance the Downtown Austin Alliance brand awareness, projects, and advocacy. The Outreach Coordinator will support senior team members in implementing public engagement and community outreach programs on behalf of members. Additionally, this individual will be responsible for cultivating, organizing, and maintaining contacts within a CRM database for the Downtown Austin Alliance and the Downtown Austin Alliance Foundation.

**Essential Duties and Responsibilities** include the following. Other duties may be assigned.

- Works with V.P. Marketing and Communication to develop and implement a community outreach strategy that supports organizational goals and objectives.
- Schedules regular outreach (group presentations, shared communication, etc.) to advance projects and organizational objectives.
- Maintains a calendar of outreach activities including group e-mail communications, community events, workshops, appearances/presentations, and other communication opportunities.
- Provides logistics support in planning and scheduling group presentations/meetings.
- Facilitates internal communication and preparation activities in advance of outreach events/opportunities and schedules post event debriefs as needed.
- Works with Communication team colleagues and project leads to identify needs and pull together required presentation materials.
- Responds to public and community inquiries, briefing Downtown Austin Alliance staff on matters of public interest and concern.
- Helps set up key CRM functions, to include member portal, Investor Relations data management, and fundraising activities.
- Serves as the CRM champion. Is the key contact for system queries, support, and staff training. Assists in growing and evolving the system.

- Ensures the data within the CRM is clean and up to date. Develops and manages, with the staff, regular audits and updates.
- Organizes and builds audience/stakeholder lists within the CRM. Maintains contacts within the database and oversees update efforts.
- Optimizes CRM tools and data management practices.
- Develops system and schedule for CRM integration with other tools, such as Eventbrite, web forms, payment processing systems, etc.
- Helps draft and distribute outreach communication in the form of e-mails, promotion materials, invitations, etc.
- Provides administrative support to members of the communications team as well as project-based administrative support for the organization.

### **Supervisory Responsibilities**

This job has no supervisory responsibilities.

### **Qualifications**

- Systematic, results-oriented person who thrives in an innovative, tactical environment
- Bachelor's degree in communications or other applicable field; advanced degree a plus. Prior experience and training may be substituted, if applicable
- 2-5 years prior communications, outreach (including media), public relations and marketing experience preferred.
- A proficiency in the Microsoft Office Suite, Publisher and email marketing software such as Mailchimp
- A proficiency in cloud-based CRM system such as Neon
- Willingness to stay up to date with technology and enhance skills through professional development and training
- Must be highly organized and able to manage multiple projects simultaneously, establish priorities and meet project deadlines
- A self-starter, with a desire to learn and keep current with media trends

### **Competencies**

To perform the job successfully, an individual should demonstrate the following competencies:

**Analytical** - Synthesizes complex or diverse information; collects and researches data; uses intuition and experience to complement data; designs work flows and procedures.

- Simplifies and translates complex data and provides high-level summaries and options for a variety of internal audiences.

**Problem Solving** - Identifies and resolves problems in a timely manner; gathers and analyzes information skillfully; develops alternative solutions; works well in group problem solving situations; uses reason even when dealing with emotional topics.

**Communications** - Expresses ideas and thoughts verbally; expresses ideas and thoughts in written form; exhibits good listening and comprehension; keeps others adequately informed; selects and uses appropriate communication methods.

- communicates data and information with other staff, agencies or technical groups.
- Effectively approaching people

**Adaptability** - Adapts to changes in the work environment; changes approach or method to best fit the situation; able to deal with frequent change, delays, or unexpected events. Is calm, reserved and aware of their surroundings

**Planning/Organizing** - Prioritizes and plans work activities; uses time efficiently; plans for additional resources; sets goals and objectives; organizes or schedules other people and their tasks; develops realistic action plans.

**Qualifications** To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

### **Education and/or Experience**

Bachelor's degree from four-year college or university; or one to two years related experience and/or training; or equivalent combination of education and experience.

### **Language Skills**

Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

### **Mathematical Skills**

Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to apply concepts of basic algebra and geometry.

### **Reasoning Ability**

Ability to solve practical problems and deal with a variety of concrete variables in situations

where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

### **Computer Skills**

- Skill in Microsoft office suite to include Word, Excel, Power Point, along with experience using customer records management databases.

**Physical Demands** The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this Job, the employee is regularly required to talk or hear. The employee is frequently required to stand; walk and sit. The employee is occasionally required to use hands to finger, handle, or feel and reach with hands and arms. The employee must occasionally lift and/or move up to 50 pounds.

**Work Environment** The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate.

**The above job description is not intended to be an all-inclusive list of duties and standards of the position. Incumbents will follow any other instructions, and perform any other related duties, as assigned by their supervisor.**

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Employee Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Supervisor Signature

\_\_\_\_\_  
Date