



Job Description

Job Title: Communications Manager

Supervisor: Senior Director, Marketing

FLSA Status: Exempt

Summary

The Communications Manager will be responsible for creating, improving and maintaining a range of content to help advance the Downtown Austin Alliance's goals as passionate and trusted stewards of downtown. The Communications Manager will help raise brand awareness for the Downtown Austin Alliance and fulfill our mission by creating high-quality, brand-consistent communications that support the organization's projects and programs.

The Communications Manager is responsible for implementing the strategic communications plan for the department – including creating content, developing an editorial calendar, creating digital communications and print collateral, and managing the websites.

A successful Communications Manager is a persuasive storyteller who is well-organized, efficient, and able to multi-task. They are an excellent communicator, fluent in digital and traditional communication form, as well as graphic design. They are confident and creative in writing, capable of crafting everything from executive messaging to customer facing newsletters. They like to take the initiative and manage multiple priorities at once.

The Downtown Austin Alliance is committed to creating a diverse, inclusive workplace and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetic information, disability, age, or veteran status.

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

- Collaborate and implement communication plans for issue-based programs, projects and strategic initiatives, to include message development for a variety of audiences—from the general public, to informed stakeholders, to elected officials.
- Build and maintain an annual and project based editorial calendar and ensure team members are developing and delivering content as planned.
- Implement the long-term strategy for content management of both the Downtown Austin Alliance and Republic Square websites. Serve as lead for any outside web projects with various external digital agencies and vendors.

- Identify opportunities to improve and enhance all communication efforts. Monitor and evaluate metrics to inform future communication.
- Work with the Senior Director of Marketing to develop and implement marketing and promotional plans targeting diverse audiences to increase outreach, engagement and attendance/participation in programs and events.
- Lead and maintain the visual presence and brand identity across all platforms as well as for signature events and marketing campaigns. Oversee the brand approval process to ensure consistency across all platforms.
- Create visual presentations and collateral for educational events and/or meetings.
- Support the deliverables as detailed Marketing and Communication Committee work plan.
- Provide editorial, creative and technical support to team members.
- Source and manage contractors, including website support, content writers, graphic designers, photographers or videographers.

Required Skills & Experience:

- Bachelor's degree from a four-year college or university; or 5 years of professional experience working in digital/social media, communications, marketing or other similar capacity
- Strong written, verbal, digital and web communication skills
- Knowledge of marketing and communication technologies including content management systems (WordPress, Craft), email marketing (MailChimp), virtual and in-person event platforms (Zoom, GoTo Webinar, Eventbrite)
- Strong understanding of social media platforms and online community building analytics (Google, Facebook, LinkedIn, YouTube, Twitter, Instagram)
- Ability to work both independently and collaboratively across all departments, making decisions that reflect the interest of the organization and members,
- Must be able to work on multiple projects simultaneously with strong organizational, detail and project management skills
- Experienced Microsoft Office 365 suite user

Desired Skills

- Graphic design skills (Adobe Suite: InDesign, Illustrator, Photoshop)
- Ability to connect and build relationships with internal and external stakeholders
- Website design and maintenance (WordPress, Craft preferred)
- Knowledge, understanding and a love for downtown Austin

Supervisory Responsibilities

This job has no supervisory responsibilities.

Competencies

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

Team Leadership - Fosters team cooperation; defines team roles and responsibilities; supports group problem solving; ensures progress toward goals; acknowledges team accomplishments.

Delegation - Delegates work assignments; matches the responsibility to the person; gives authority to work independently; sets expectations and monitors delegated activities; provides recognition for results.

Job Knowledge - Competent in required job skills and knowledge; exhibits ability to learn and apply new skills; keeps abreast of current developments; requires minimal supervision; displays understanding of how job relates to others; uses resources effectively.

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.

Teamwork - Balances team and individual responsibilities; exhibits objectivity and openness to others' views; gives and welcomes feedback; contributes to building a positive team spirit; puts success of team above own interests; able to build morale and group commitments to goals and objectives; supports everyone's efforts to succeed.

Conflict Resolution - Encourages open communications; confronts difficult situations; maintains objectivity; keeps emotions under control; uses negotiation skills to resolve conflicts.

Organizational Support - Follows policies and procedures; completes administrative tasks correctly and on time; supports organization's goals and values; benefits organization through outside activities; supports affirmative action and respects diversity.

Dependability - Follows instructions, responds to management direction; takes responsibility for own actions; keeps commitments; commits to long hours of work when necessary to reach goals; completes tasks on time or notifies appropriate person with an alternate plan.

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 5 years of professional experience working in a digital/social media, communications, marketing or other similar capacity. Proficiency with digital media practices, tools and platforms and social media.

Language Skills

Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Excellent written, verbal, and especially visual communication skills. Excellent editorial skills with a sound understanding of writing for the web and social media and engaging online audiences. Ability to effectively present information and respond to questions from members, funders, other stakeholders, and the general public individually and in group settings.

Reasoning Ability

Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving a variety of individuals and businesses and competing and changing needs

Computer Skills

Proficient in Microsoft Outlook, MS Word, and Power Point, proofreading and general office procedures. Working knowledge of Adobe Creative Suite Photoshop, Illustrator, InDesign and Survey Monkey. Excellent knowledge of a range of applications and software including social media platforms (Facebook, Twitter, Instagram, Yelp, YouTube, LinkedIn), Content Management Systems (i.e. WordPress, Craft, and/or Drupal) and SEO best practices. Knowledge of web programming languages (HTML, CSS) and basic programming/coding skills.

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 25 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.

Employee Signature

Date

Supervisor Signature

Date