



TAMPA
DOWNTOWN PARTNERSHIP

Digital Marketing Coordinator

Position Overview

The Digital Marketing Coordinator will be responsible for providing a variety of graphic art/design services, digital media content, video production, and copywriting that promotes the programs, events, and mission of the Tampa Downtown Partnership (the Partnership). This position reports directly to the Director of Marketing and Design.

Responsibilities

Coordinate and implement digital marketing strategies and concepts for the Partnership

- Generates, edits, publishes and shares daily content (original text, images, video or HTML) to all applicable social media outlets
 - Develops social media campaigns to address specific goals and initiatives
 - Creates email marketing campaigns for events and initiatives
 - Monitors and engages in Partnership-related online communications
 - Responds to social media inquiries in a timely and courteous fashion
 - Proactively brainstorms, including mocking up design ideas and presenting strategic communication ideas to internal staff
 - Coordinates printing services as needed
 - Update website as necessary
 - Perform other duties as assigned
-

Required Skills and Competencies

Proficient with the programs utilized in graphic design and video production including; Microsoft Office (Word, Excel, PowerPoint), Adobe Creative Suite, and the use of Apple iPhone and iPad

Excellent written and verbal communication skills

Thorough and excellent attention to detail

Demonstrates intellectual integrity, fairness, and open-mindedness

Works well under pressure

Demonstrates time management and organizational skills

Ability to work some early morning, and evening hours

Must be able to interact with all levels of staff, Board of Director members, business and community leaders, and stakeholders

Required Work Samples

Must submit writing sample and 2-3 design examples with resume

Preferred Skills and Experience

Familiar with operations of Business Improvement Districts (BID)

Job experience working for Not-For-Profit organization

Required Education and Experience

Graduation from an accredited college or university with a bachelor's degree in Public Relations, Marketing, Communications, Journalism, Graphic Design, or related field and a minimum of six (6) months of experience as a graphic designer, social media coordinator, and/or copywriter

Comprehensive understanding of Downtown Tampa and acquainted with significant stakeholders



About the Partnership

Vision

Tampa Downtown Partnership is the leader in fostering a vibrant, diverse, 24-hour downtown neighborhoods in which to learn, live, work and play.

Mission

The strategic mission of Tampa Downtown Partnership is to be the steward of downtown Tampa, while cultivating effective public/private partnerships to facilitate catalytic physical and economic development.

Programs such as our Clean and Safe team and our transportation initiatives make accessing and navigating downtown an easy and enjoyable experience. As a membership organization, we are driven to serve the downtown business community and are empowered by what each member brings to our organization. Together, we strive to improve the collective downtown community, to be an active conduit of information and resources, to promote a shared vision for Tampa's Downtown, and create and implement the plans that support that vision.

The Tampa Downtown Partnership administers the Special Services District program through an annual contract with the City of Tampa. Through the Special Services District program, the Partnership works to promote the downtown experience through a multitude of initiatives such as marketing, business development, transportation, planning and beautification, as well as maintenance and safety with Tampa's Downtown Guides and Clean Team. The Partnership also works with numerous agencies to identify opportunities and facilitate opportunities for collaboration, advocacy, and strategic planning for issues related to Tampa's Downtown.

Equal Employment Opportunity

The Partnership is an equal opportunity employer. It is the policy of the Partnership to provide equal employment opportunities to all employees and applicants for employment without regard to race, creed, color, age, sex, religion, disability/handicap, pregnancy, childbirth, or related medical condition, citizenship status, service member status, sexual orientation, gender identity or expression, familial status, marital status, national origin, genetic information, or any other category protected by law in all employment practices

Additional Compensation

Fully paid Health and Dental Benefits, and Life Insurance

Matching 401K

Paid Personal Time Off

Commuter Transportation Allowance

Application Information

Resumes and cover letters should be emailed directly to Ashly Anderson, Director of Marketing and Design, at aanderson@tampasdowntown.com. Only candidates meeting qualifications need apply. Phone calls will not be accepted. Position will remain open until filled. Scheduling for interviews will begin the week of January 6, 2020.