



Traverse City Downtown Development Authority (DDA)

Communications and Marketing Specialist

Job Description

The Traverse City Downtown Development (DDA) Authority serves as the lead agent and advocate for Downtown - focused on the development, construction and maintenance of critical downtown public infrastructure as well as placemaking, events, services and cultural amenities that support and promote job growth and economic development.

The Traverse City Downtown Development Authority is considered a *component unit of government* within the City of Traverse City. The DDA is governed by an appointed 12-member Board of Directors. However, the DDA Budget and large public infrastructure projects must be approved by both the DDA Board of Directors and City Commission.

Position Title: Communications and Marketing Specialist

Reports To: DDA Chief of Staff

Exemption Status: Exempt

Compensation: Hiring salary at \$55,000, but commensurate with experience and fit for the position; Comprehensive benefits package provided.

Position Responsibilities

The Communications and Marketing Specialist will strategize, develop and execute communications on behalf of the DDA (including specific projects and Tax Increment Financing) and select DTCA (Downtown Traverse City Association – Merchants Association) projects and initiatives. Working closely with DDA staff, the Communications and Marketing Specialist also assist with drafting press releases, communicating with local media, developing and distributing a monthly newsletter, storytelling, populating and maintaining the DDA website and managing the DDA's social media platforms. The ideal Communications and Marketing Specialist should have experience with graphic design, the ability to simplify complex concepts and the ability to aggregate and utilize data analytics to create and modify communication strategies.

Communication and Marketing Specialist Responsibilities

- Develop and grow a comprehensive communications and marketing strategy for the DDA and DTCA.
- Manage digital marketing needs, including email marketing, website content and social media content.
- Media and advertisement planning and buying.
- Develop and manage media analytics.

- Develop and help support educational campaigns.
- Assist with marketing and advertisements for events.
- Draft DDA reports and other important print materials for distribution.
- Develop board packet and other communications to the DDA Board as necessary.
- Help manage some contractual relationships to ensure alignment with the district's goals and regulations.
- Assist with the negotiation and review of vendor and media contacts and agreements.
- Work and communicate well with DDA Board members, City Commissioners and other appointed and elected members of the community, as needed.
- Help develop engaging, clear and informative presentations to officials, boards, commissions, civic groups and the public to effectively convey the DDA's vision, initiatives and accomplishments.
- Keep abreast of local, state and federal legislation and regulations related to downtown development, ensuring adherence, and adjusting strategies proactively to align with changing legal landscapes.
- Research and implement trends, best practices and other industry-associated information into the organization.
- Assist with managing budgets, including tracking and ensuring expenses remain within budget parameters.
- Help foster and cultivate a culture of inclusivity and serve as a champion for diversity and equity.
- Serve as an ambassador for Downtown, the DDA and DTCA.

Required Education, Experience, Skills & Abilities

Education

- Minimum of a Bachelor's degree in an area of concentration related to the position preferred.

Experience

- At least five (5) years of work experience with accomplishments that are relevant to this job description.
- Understanding and working knowledge of purposes and roles of DDA's.
- Excellent written and verbal communication skills, with a passion for simplifying complex issues and storytelling.
- Thorough attention to detail, a proactive approach to project management.
- Able to multi-task, adapt and work well under pressure and deadlines.
- Ability to interact and collaborate with all levels of staff, board members, business owners and community members.
- Proficient in Word Press, Adobe Creative Suites, MailChimp and Microsoft Office.

Preferred Skills and Abilities

- Familiar with the operation and funding tools of the Downtown Development Authorities and City Government.
- Experience with project management tools.
- Enjoys working with people and can readily fit with and contribute to a small staff unit.

- Understanding of small-town dynamics.
- Project management and adhering to milestone and project completion.
- Utilization of video content in communication and messaging.

How To Apply

We invite interested individuals to apply by submitting their resume and cover letter to liz@downtowntc.com by August 23, 2024.