



The Downtown Development Authority (DDA) is seeking a **Business Support Coordinator**. This position fulfills several key components to the organization including providing excellent customer service to the public, downtown business community, partner organizations, the DDA Board of Directors, and internal staff.

About the Downtown Development Authority

The DDA is a forty-four-year-old quasi-public agency with a mission to build public and private investment partnerships that foster economic, cultural, and social growth in the Fort Collins central business district. As a public agency that uses public tax funding to fulfill its mission, the organization has numerous interests to which it is accountable including a governing board of directors, municipal and county elected officials, downtown building and business owners, and resident and visitor patrons. Examples of DDA funded projects include: financial partnerships with private and public sector property owners to develop and renovate downtown buildings; design, construct, and operate enhanced public spaces; advance concepts and construction of infrastructure improvements in partnership with the City of Fort Collins. Examples of DDA funded programs include: family-friendly art and education-based programming to activate public spaces; business marketing and communications for downtown businesses; financial partnership support for a homeless street outreach team. The agency's work is diverse, impactful, and has endeared the Fort Collins community to the downtown and contributed to making the downtown one of the most visited destinations in Northern Colorado.

What's It Like to Work Here

Fort Collins residents and visitors love to come downtown. They enjoy relaxing at the breweries, eating at great restaurants, shopping at a variety of retailers, discovering amazing artwork, and strolling through Old Town Square. Our team members understand how important downtown is to Fort Collins and we all work together with the Board of Directors to identify projects and programs that will continue to enhance downtown for years to come. The longevity of the staff attests to how invested DDA employees are to downtown. The culture provides opportunities to contribute, problem solve, collaborate, and have fun. If you like to visit downtown, you'll love working in stewardship of the downtown.

Qualifications

This position will serve as the liaison and primary contact between the DDA and downtown businesses in support of the Business Marketing and Communications Program ("BMC program") team and broader DDA communication functions. Detail oriented with an outgoing, friendly attitude and eagerness to develop transparent, respectful and durable relationships with business

owners and other DDA partner stakeholders through a multitude of communication formats is a necessity for success in this position. An understanding of how small businesses operate, along with an awareness of their patterns of success and subsequent challenges is also a plus for the ideal candidate.

Applying for the Position

Applicants should review the following job description and visit DowntownFortCollins.org to learn about the organization and DowntownFortCollins.com to learn about the business and marketing communications component of the DDA. Spend time reading the [Annual Reports](#) and scanning the [Board Packets](#) to learn how the DDA is involved downtown.

If you have the experience listed in the attached job description and know that you want to be part of a hardworking and dynamic team, please complete the [job application](#) and submit a cover letter and resume to kristy@downtownfortcollins.com.

Please note that this is a full-time position, M-F 8:00 am – 5:00 pm, with some early morning and evening obligations, and some weekend hours. This is an in-office position and is not a telecommuting position.

The overall annual salary range for this position is \$53,400 - \$62,300

This position will be hired within the following Annual Hiring Salary Range: \$57,000 – \$60,000 (paid bi-weekly)

Benefit options include: health, dental, vision, and life insurance; vacation and sick leave; retirement contribution; plus other benefits including a parking permit.

Thank you for your interest in the **Business Support Coordinator** position at the Downtown Development Authority.

Job Posting Closing Date: 2/26/2025 at 5:00PM Mountain Time



Business Support Coordinator

SUMMARY: This position will serve as the liaison and primary contact between the Downtown Development Authority (“DDA”) and downtown businesses as part of the DDA’s Business Marketing and Communications Program (“BMC program”). The BMC Program advances marketing and communications programs that communicate the downtown’s distinctive qualities and generate promotions to enhance the prosperity of the businesses and stakeholders within the DDA boundary. Stakeholders include, but are not limited to, restaurants, retailers, arts organizations, non-profits, entertainment venues, and professional service providers.

General responsibilities encompass activities related to downtown business outreach, which informs businesses about the DDA's services and engages them in identifying suitable marketing and promotion strategies to enhance economic growth in the central business district and other service offerings.

ESSENTIAL DUTIES AND RESPONSIBILITIES: The following duties and responsibilities are illustrative of the primary functions of this position and are not intended to be all-inclusive.

- Serves as the business relations liaison for the BMC Program, DDA projects, and downtown businesses
- Engages businesses and community partners to promote DDA services and create marketing opportunities that increase business visibility through the BMC Program
- Manages business communications within the DDA Boundary, including e-newsletters and updates, ensuring consistent messaging and stakeholder and community engagement
- Creates and manages business and stakeholder contact databases and communication tools, ensuring accurate and accessible information for program initiatives
- Solicits and analyzes business feedback and collaborates with internal teams to assist in the development of strategies that deliver value and improve outcomes
- Assists in planning, executing, and evaluating marketing promotions and campaigns, with measurable outcomes to assess and optimize program success
- Establishes strong relationships with internal teams, businesses, and community stakeholders within the DDA boundary to support program objectives
- Offers administrative support, including calendar management, arranging meetings, and coordinating efforts to ensure smooth operations
- Supports the Program Supervisor as a point of contact for stakeholder-related inquiries and administrative duties, including processing gift cards
- Performs additional tasks assigned by the Program Supervisor to support daily operations
- Works with DDA staff on cross-functional projects, contributing to organizational goals and supporting program success
- Assumes assigned special projects from the Executive Director and Program Supervisor, adjusting to new needs and priorities as they arise

SUPERVISORY RESPONSIBILITIES: This job has no supervisory responsibilities.

QUALIFICATIONS, KNOWLEDGE, SKILLS, AND ABILITIES: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below represent the knowledge, skills, and abilities required.

- **Strong Interpersonal and Communication Skills:** Must communicate clearly and effectively, both in writing and verbally, with diverse stakeholders, including business owners, community partners, and internal teams. This includes communication skills via email, in-person contact, and telephone conversations
- **Relationship-Building Expertise:** Proven ability to cultivate and maintain effective relationships with both internal and external stakeholders to achieve program objectives
- **Marketing and Promotional Skills:** Proven experience supporting the development and implementation of marketing campaigns focused on enhancing services or driving business growth
- **Analytical and Data-Driven Mindset:** Demonstrated ability to analyze business feedback and program data, assess campaign results, and leverage insights to improve program strategies and attain measurable outcomes
- **Project Management:** Skilled in managing multiple tasks and projects from planning to execution while meeting deadlines and optimizing software resources effectively
- **Detail-oriented and Organized:** Proficient in maintaining accurate records, managing calendars, and overseeing logistical details to support seamless program operations
- **Flexibility and Adaptability:** Capable of adjusting priorities swiftly and managing new tasks or special projects as assigned by leadership
- **Technical Proficiency:** Familiarity with business management databases, email marketing platforms, and other digital communication and project management tools. Examples include Microsoft Office, Google Workspace, and Asana
- **Team Collaboration and Support:** Ability to work effectively with a diverse team and provide assistance across functions and projects
- **Problem-Solving Skills:** Demonstrates creativity and initiative in addressing challenges and finding solutions to meet the program's needs
- **Knowledge of the Local Business Landscape (Preferred):** Existing familiarity or ability to integrate with the downtown business community to quickly establish relationships

EDUCATION AND EXPERIENCE: High school graduation or GED equivalent plus five years experience in a related field. Bachelor's degree from an accredited college plus a minimum of three years of progressively responsible experience working with the public and organizing and managing programs, projects, or events preferred.

LANGUAGE SKILLS: Ability to speak effectively to customers and employees of the organization.

REASONING ABILITY: Capable of applying common sense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems reasonably and effectively.

CERTIFICATES, LICENSES, REGISTRATIONS

Valid driver's license.

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. While performing the duties of this job, the employee may be required to sit, type, or reach for extended periods. Some climbing to reach office supplies and files may be required. The employee is occasionally required to stoop, crouch, reach, and grasp. Manual dexterity to operate a personal computer and other office equipment, as well as visual and hearing acuity sufficient to assist staff are also required. The employee must occasionally lift and/or move up to 25 pounds.

WORK ENVIRONMENT: The work environment characteristics outlined herein are indicative of what an employee may encounter while executing the essential functions of this position. This role is strictly in-office, with no provision for remote work. BMC team employees will operate within a shared office setting. Some early morning, evening, and weekend work is required as needed.