



The Downtown Development Authority (DDA) is seeking a **Marketing & Communications 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; and 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 downtown, contributing to its status as 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 the stewardship of the downtown.

Qualifications

This role requires a creative and proactive communicator with storytelling skills and experience in developing engaging, multi-platform content. The candidate should be highly proficient in video editing and Adobe Illustrator within the Adobe Creative Suite, as well as social media management—including hands-on content collection and creation to showcase real-time business

and community initiatives, DDA signature promotions, and events within the DDA boundary with a boots-on-the-ground approach. The right candidate will convert program objectives into compelling visual and written content using a data-driven method, excellent communication skills, and a strong understanding of marketing and public relations. Proficiency in Microsoft Office, Google Workspace, Hootsuite, Meta platforms, content management systems, and project management tools like Asana is preferred. The ideal candidate should be detail-oriented, collaborative, approachable, and capable of engaging with business owners and community partners to foster transparent, respectful, and lasting relationships with DDA stakeholders. A solid understanding of small business operations and their challenges is highly preferred.

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 \$53,900 - \$62,900

This position will be hired within the following Annual Hiring Salary Range: \$53,900 – \$62,900 (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 **Marketing & Communications Coordinator** position at the Downtown Development Authority.

Marketing and Communications Coordinator

SUMMARY: This position oversees the execution of marketing and communication campaigns for the Downtown Development Authority's ("DDA") Business Marketing and Communications Program ("BMC Program"). The BMC Program advances marketing programs that communicate the downtown's distinctive qualities and generates 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.

This job description summary outlines a range of responsibilities in graphic design, digital information management, social media, and website upkeep. Key tasks include creating marketing promotions to increase visitor traffic and sales in downtown areas, along with coordinating communication strategies with local businesses.

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.

- Responsible for managing and maintaining the BMC Program website (content, submissions, analytics, reporting, optimizing), coordinating with web development teams to optimize user experiences for Downtown Fort Collins, BMC Program promotions, and community events
- Serves as the in-house graphic designer for the BMC Program, creating and managing digital and print materials that enhance brand identity, engage audiences, foster recognition, and promote business opportunities
- Creates engaging narratives and produces creative content across various formats (written, visual, multimedia) to enhance audience connection and interaction
- Assists the Program Supervisor with vendor and subcontractor management by drafting agreements, acquiring cost-effective quotes, and overseeing timelines and expectations
- Collaborates with the Program Supervisor to provide design and advertising feedback to creative consultants, clearly communicating expectations and ensuring brand alignment
- Manages daily social media and digital marketing initiatives for the DDA and BMC programs, driving brand visibility through enhanced brand awareness, consistent messaging, data-driven optimization, and active community and business engagement
- Manages community communications within the DDA boundary, including the program's community e-newsletter, while ensuring consistent messaging and engagement
- Serves the BMC Program as a project manager for downtown business promotions and campaigns
- Follows industry trends and best practices to recommend strategies for marketing and communications, including attending webinars and conferences hosted by industry and peer organizations

- Assists Program Supervisor and Executive Director with content creation, organizational presentations, copy-editing, and public relations efforts
- Ensures that the goals and objectives of the BMC Program are accomplished within prescribed timeframes and budgetary requirements
- Works with the Business Support Coordinator to execute marketing strategies and communication campaigns to meet organizational objectives
- Builds and maintains positive and productive working relationships with internal staff, downtown businesses, and stakeholders within the DDA boundary
- Assists DDA staff with other projects and programs
- Supports the Program Supervisor as a point of contact for stakeholder-related inquiries and administrative duties, including processing gift cards
- Coordinates and administers other requests and duties as assigned by the Executive Director or Program Supervisor

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 are representative of 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
- **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
- **Marketing & Public Relations Skills:** Demonstrated strength in marketing principles and public relations strategies
- **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

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.