



The Downtown Development Authority (DDA) is seeking a **Marketing & Communications Coordinator**. This position fulfills several key components of 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-five-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; the design, construction, and operation of enhanced public spaces; and advancing infrastructure improvements in partnership with the City of Fort Collins. Examples of DDA-funded programs include family-friendly art and education-based programming in public spaces; business marketing and communications for downtown businesses; and financial support for a homeless street-outreach team. The agency's work is diverse, impactful, and has made the downtown an endearing part of the Fort Collins community, 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 eating at great restaurants, shopping at a variety of retailers, discovering amazing artwork, relaxing at the breweries, 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 position will serve as the boots-on-the-ground content creator and digital voice of the downtown district, responsible for daily content creation, community storytelling, and digital communications in support of the Business Marketing and Communications Program team and broader DDA communication functions. We are looking for a self-motivated creator with strong visual storytelling skills, an enthusiasm for capturing authentic community moments, and the ability to work at a high pace in a small-team environment.

The ideal candidate will have experience managing multiple content platforms simultaneously, from social media and newsletters to photography and video production, while maintaining consistent, engaging messaging that showcases local businesses and community vibrancy. This position requires strong organizational skills, such as the ability to independently manage projects and content calendars, to coordinate vendor relationships, and to respond professionally to multiple community inquiries. Using data-driven thinking to evaluate campaign performance and achieve measurable outcomes within tight timelines and budgets, combined with technical proficiency in digital marketing tools and multimedia content creation, will ensure success in this fast-paced role, supporting downtown business promotion and stakeholder collaboration.

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 \$67,000 - \$77,000.

This position will be hired within the following Annual Hiring Salary Range: \$67,000 – \$77,000 (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 **Marketing & Communications Coordinator** position at the Downtown Development Authority.

Job Posting Closing Date: Monday February 2 at 8:00am Mountain Time



Marketing and Communications Coordinator

SUMMARY: This position manages the execution of marketing and communications of promotions and campaigns for the Downtown Development Authority's ("DDA") Business Marketing and Communications Program ("BMC Program"). The BMC Program promotes marketing initiatives that highlight Downtown Fort Collins' unique qualities and create promotions to boost the success 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 social media management, content creation, storytelling, and community engagement. Key duties include managing content calendars and the community newsletter, producing and distributing engaging content across multiple platforms, and overseeing online community interactions. The role also involves collaborating with local businesses and partners to showcase the vibrancy of the downtown district, coordinating advertising efforts with agency partners, managing key communication channels, and supporting organizational initiatives through the BMC Program and related marketing campaigns.

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.

Content Creation & Digital Communications

- Serve as the boots-on-the-ground voice of the downtown district by attending community and partner events, visiting businesses, and capturing photos, videos, and stories that showcase Downtown Fort Collins' offerings and community
- Develop and execute content calendars to ensure consistent, timely communications across all social media and digital platforms
- Create engaging narratives and produce written, visual, and multimedia content that promotes local businesses, community events, and DDA initiatives
- Manage social media and digital marketing initiatives for the DDA and BMC programs, ensuring consistent messaging, active engagement, and brand visibility
- Write the program's community e-newsletter, crafting content that informs and engages the community while aligning with DDA objectives
- Follow industry trends and best practices to recommend and implement new marketing and communication strategies
- Plan and oversee photoshoots, video production, and multimedia content creation in collaboration with staff, partners, and creative vendors

Community Engagement & Collaboration

- Build and maintain strong relationships with downtown business owners, partners, and stakeholders to amplify their stories and strengthen the district's collective identity
- Collaborate on initiatives that advance DDA and BMC program goals and promote community vibrancy
- Engage with followers and the public online to foster a welcoming, responsive, and inclusive digital presence

- Serve as an ambassador for the DDA’s mission and values in all communications and community interactions

Marketing, Advertising & Vendor Coordination

- Collaborate with the Program Supervisor and external consultants to develop and execute advertising and marketing campaigns
- Provide feedback to creative consultants to ensure brand alignment and clear communication of expectations
- Assist with vendor and subcontractor management by drafting agreements, obtaining cost-effective quotes, and overseeing timelines
- Work with the Business Support Coordinator to execute marketing strategies and communication campaigns that meet organizational goals
- Ensure that all BMC Program goals and objectives are achieved within prescribed timeframes and budgetary requirements

Digital Presence & Information Management

- Maintain and optimize the Downtown Fort Collins Google My Business profile and other relevant digital listings
- Monitor and respond to online reviews and community messages professionally and attentively
- Manage the BMC Program’s general information email inbox, providing timely, clear, and professional responses while qualifying business and partnership opportunities
- Oversee website contact inquiries and community event submissions, reviewing and qualifying them before publishing
- Support ongoing website updates and content management to ensure accuracy, consistency, and brand integrity

Administrative & Program Support

- Support the Program Supervisor with administrative duties, including stakeholder-related inquiries and processing gift cards
- Assist DDA staff with other projects, programs, and cross-functional initiatives as needed
- Coordinate and administer additional assignments as directed 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:** Communicates clearly and effectively, both in writing and verbally, with a wide range of stakeholders, including business owners, community partners, and internal teams. Demonstrates professionalism and clarity in email, in-person, and phone communication.
- **Analytical and Data-Driven Thinking:** Ability to interpret business feedback and program data, evaluate campaign results, and apply insights to strengthen strategies and achieve measurable outcomes.
- **Marketing and Public Relations Expertise:** Demonstrated understanding of marketing principles, brand storytelling, and public relations strategies to effectively promote programs and initiatives.

- **Project Management:** Proven ability to plan, organize, and manage multiple projects simultaneously, meeting deadlines and optimizing available tools and resources.
- **Attention to Detail and Organization:** Skilled in maintaining accurate records, managing calendars, and coordinating logistics to ensure smooth program operations.
- **Technical Proficiency:** Comfortable working with digital communication, project management, and marketing tools, including Microsoft Office, Google Workspace, Asana, and email marketing platforms.
- **Collaboration and Teamwork:** Works effectively within a diverse team environment, contributing to shared goals and supporting cross-functional projects.
- **Problem-Solving and Initiative:** Demonstrates creativity and resourcefulness in addressing challenges and developing solutions that advance program objectives.
- **Flexibility and Adaptability:** Responds effectively to changing priorities, new opportunities, and special projects as assigned by leadership.

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 in content creation and digital communication.

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 an employee must meet to perform the essential functions of this job successfully. While performing the duties of this job, the employee may be required to sit, type, or reach for extended periods. Some climbing may be required to reach office supplies and files. 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.