



The Downtown Development Authority (DDA) is seeking a **Multimedia & Digital Engagement Specialist**. 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 and impactful, and it has made 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 is responsible for creating, coordinating, and implementing visual and digital communications that highlight the DDA and Downtown Fort Collins. It combines graphic design, website updates, video editing, digital engagement, and performance analytics to produce cohesive, engaging content for print and online audiences and to inform data-driven decisions. The role also ensures brand consistency across all materials and organizes and maintains the Business Marketing and Communication (BMC) Program's multimedia and digital asset library.

The ideal candidate is a creative thinker with strong design skills and an eye for detail who enjoys storytelling across multiple media formats and brings ideas to life through high-quality visual design and digital content. They have hands-on experience with Adobe Creative Suite, particularly Illustrator, strong organizational skills, and a collaborative, detail-oriented approach.

This role collaborates with local businesses and stakeholders to showcase Downtown Fort Collins' vibrancy and community spirit, coordinate with print and creative vendors to produce polished materials, and support communication channels and organizational initiatives through the BMC Program and related marketing campaigns.

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 scanning through the [DDA 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 \$66,500 - \$71,500.

This position will be hired within the following Annual Hiring Salary Range: \$66,500 - \$71,500 (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 **Multimedia & Digital Engagement Specialist** position at the Downtown Development Authority.

Job Posting Closing Date: Sunday August 30, 2026 at 5:00PM Mountain Time

AI tools are **not** being used for screening applications. Applications will be reviewed by DDA staff.

Multimedia and Digital Engagement Specialist

SUMMARY: This position leads the graphic design, website management, and digital communications of 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 creates 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 personal and professional service providers.

This job description summary outlines responsibilities across graphic design, print production, website content management, and digital analytics. Key duties include producing high-quality print and digital materials for BMC Program promotions and campaigns, maintaining the downtown website and digital asset library, and preparing performance reports that inform ongoing marketing decisions. While this position is primarily focused on the day-to-day work of the BMC Program, it is part of the broader DDA organization and contributes to DDA-wide initiatives as needed. The role works closely with the Marketing and Communications Program Supervisor and the BMC team and collaborates with DDA staff across programs and initiatives to advance the organization's shared goals.

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.

Graphic Design & Visual Communication

- Lead design and production of print and digital materials for BMC Program promotions and campaigns, as well as broader DDA initiatives, including large-format advertising, posters, flyers, brochures, signage, social graphics, email headers, presentation templates, newsletters, and reports
- Manage the full print production process from concept and file preparation through vendor coordination, proof review, and final delivery
- Uphold DDA brand standards across all materials and serve as a practical resource for the team on questions of visual consistency and brand application
- Build and maintain graphic templates and design systems that keep production efficient and on brand across DDA and BMC Program channels
- Contribute visual ideas and creative concepts during the planning stages of campaigns and promotions, not just at execution
- Work in coordination with the Program Supervisor across all design projects, from initial direction through final delivery

Website & Digital Content Management

- Manage day-to-day website content, keeping all pages accurate, visually consistent, and up to date with DDA program initiatives and downtown happenings
- Identify and assist with implementing website improvements related to user experience, accessibility, and search optimization
- Assist the team in reviewing and approving community events submitted to the website, in collaboration with the Marketing and Communications Coordinator and the broader BMC team
- Maintain organized systems for digital assets, including photo libraries, design files, and archived web

content

- Support digital storytelling through photography and web-based media in coordination with the Program Supervisor

Analytics & Performance Reporting

- Track and analyze website and digital content performance using Google Analytics and other relevant tools
- Prepare reports that translate performance data into plain-language insights
- Use data findings to make ongoing recommendations to improve content, user experience, and digital reach

Administrative & Program Support

- Support the Program Supervisor with administrative duties related to BMC Program operations as needed
- 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.

- **Graphic Design and Print Production Expertise:** Demonstrated ability to produce professional-quality print and digital materials across a range of formats and sizes. Proficient in Adobe Creative Suite, including InDesign, Illustrator, and Photoshop. Familiar with print production requirements, including file preparation, color modes, bleeds, and vendor specifications.
- **Brand Stewardship:** Skilled in applying and maintaining brand standards consistently across a variety of materials and channels. Able to exercise sound visual judgment and serve as a reliable resource for the team on brand-related questions.
- **Website Management:** Comfortable managing content within a content management system (CMS), with working knowledge of best practices for accessibility, search optimization, and user experience. Able to identify and communicate improvements in a clear, actionable way.
- **Analytical and Data-Driven Thinking:** Ability to gather and interpret digital performance data, evaluate results, and present findings in a format that is useful to non-marketing audiences. Experience with Google Analytics or comparable tools preferred.
- **Attention to Detail and Organization:** Skilled in managing multiple projects and deadlines simultaneously without sacrificing quality. Maintains accurate files, organized asset libraries, and consistent production standards.
- **Communication and Collaboration:** Communicates clearly and professionally in writing and in person with a range of stakeholders, including team members, business owners, and vendors. Works effectively within a small, collaborative team environment.
- **Project Management:** Proven ability to plan, prioritize, and execute design and digital projects from start to finish, including coordinating with external vendors and managing timelines.
- **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.
- **Initiative and Creative Judgment:** Brings ideas forward without being asked and takes ownership of the quality and consistency of their work. Demonstrates resourcefulness in solving production challenges and improving workflow.
- **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 remote work provision. BMC team employees will operate within a shared office setting. Some early morning, evening, and weekend work is required as needed.