



## Downtown Development Authority Program Coordinator

### **The MISSION of the Organization....**

The Downtown Development Authority (DDA) is an innovative, hands-on, taxing authority that is responsible for the health and well being of the historic, resort-like Downtown. The Delray Beach DDA is a model of credibility, professionalism and productivity generating valued outcomes aligned with the mission. The Mission of the DDA is to stimulate, enhance and sustain the economic vitality of downtown Delray Beach and the quality of life enjoyed by locals and visitors.

### **The story of your role . . .as Program Coordinator**

As program coordinator, you help shape the story of Downtown Delray Beach and drive the organizations success in serving its constituents and the community at large. You provide essential support for marketing and communication initiatives, including advertising planning, coordination and creation of the collateral development, assistance with social media and event/program marketing and development. This work also puts you on the front lines with the DDA constituents and downtown customers.

You will be a part of an awesome team with a strong and positive culture. You will be working alongside the Executive Director, the DDA Marketing Manager, Downtown Activation Manager, and other DDA team members, agency partners and the downtown businesses while working closely with the DDA's external creative team. Your responsibilities will be supporting and executing the goals and objectives of the DDA with a strong focus on marketing, communications, program operations, delivering results and sharing new ideas and best practices with the team.

This role requires partnership with the Marketing Manager & Downtown Activation Manager on the execution of a variety of Downtown Merchant and consumer specific programs including First Friday Art Walk, Shop Small, Delray Beach Fashion Week and Savor the Avenue along with many other programs that benefit the Downtown businesses. The role of relationship building is essential and vital to our success and knowledge as well as a passion for event planning and execution is key.

Most of all, this role requires a motivated individual with experience in destination/tourism marketing and advertising across all channels and someone who is has strength in creative design and implementation of marketing and economic development initiatives for a resort downtown. We are a small team, so communication is very important among the staff!

### **Role Overview:**

You will be involved in a variety of areas within the organization such as:

- Strategic development & implementation of the destination marketing and advertising plan
- Creation and management of Marketing programs timelines, event production plans and managing the agency in collaboration with the Marketing Manager ensuring all creative pieces are scheduled and on track.
- Email communication messaging platform management creating e-newsletters
- Marketing Projects: Tourism marketing and Program/Event marketing and communication
- PR Agency management of releases, travel writers, preparing fact sheets and coordination of the event media
- Design/manage promotional materials internally and externally (oversee with agency). Media Library management – photos and video selections
- Business development and business data management
- Social Media support and Downtowndelraybeach.com website updates and content management with Marketing team
- Program/event logistics – work collectively with the Activation Manager and team on the development and coordination of events
- Enlist business participation and feedback on DDA programs



## Downtown Development Authority Program Coordinator

### Our ideal candidate:

At least 5 years' experience in a similar role and a college degree is preferred. Strategic thinker, a team player, excellent communicator, not afraid to ask questions, resourceful, responsible, flexible, collaborative and decisive. Someone who is creative and has experience in working with agency partnerships, develops and implements marketing and advertising campaigns; project management; assists in the design and maintaining of promotional materials, social media management, and someone who **communicates** the plans; along with:

- Desire to work as part of a team in a strong and positive culture
- Hospitality and Tourism marketing experience is beneficial
- Strong people skills and customer service skills
- Excellent Administrative skills – word, excel, PowerPoint, & other creative programs such as CANVA
- Ability to generate ideas and articulate them clearly
- Strong written and verbal communication skills
- Demonstrated team commitment and work ethic
- Desire to work in a fast-paced, highly-competitive environment
- Support and work in the preparation of proposals and other marketing materials
- Market Research and Database management experience
- Develop, implement, and manage marketing initiatives with an agency or internal partners
- Ability to analyze advertising analytics for marketing campaigns, web/social media analytics.
- Experience with social and digital marketing
- Experience with non-profits or City agencies a plus.
- Experience with a variety of platforms such as CANVA, Survey Monkey, and website management skills.
- Presentations and report development with preferred experience in Canva and Prezi
- Strong organizational skills and project management platform experience a plus
- Excellent written communication skills, including social media and website copy

### About the Job:

This position is a full-time, salaried position, for a public government organization offering full benefits of health insurance, accrued paid time off, all government holidays off with pay, 401k available, along with working in an environment that is empowering, fun, open, honest, safe and where passion and commitment are a must.

### To Apply

To apply for this position, please email a cover letter and resume addressed to [lsimon@downtowndelraybeach.com](mailto:lsimon@downtowndelraybeach.com) or send hard copy by mail to: Delray Beach Downtown Development Authority; 350 SE 1<sup>st</sup> Street, Delray Beach, FL 33483

*The Delray Beach Downtown Development Authority is an Equal Opportunity Employer*