



## **Social Media & Marketing Coordinator (Full Time)**

Join a passionate team at the epicenter for major projects propelling Downtown Columbus into a more inclusive, connected and livable future.

Downtown Columbus, Inc. Is seeking a Social Media & Marketing Coordinator to develop and execute social media content, with a strong emphasis on video content, for several brands including but not limited to Downtown Columbus and Columbus Commons. This position would also support the team with additional marketing functions including website updates, copywriting, newsletters, paid media and more. Some evening and weekend hours may be required. Reports to the Director or Communications

### **Responsibilities**

- Work with the Marketing team to execute the planning, creation, scheduling, and deployment of social media posts on Instagram, TikTok and Facebook.
- Support with all aspects of social media content creation including copywriting, creating graphics, capturing video and editing reels, planning and executing the social media giveaways, scheduling content and more.
- Monitor and respond in a timely manner to online posts to answer user questions, mitigate negative impressions, share positive comments and strengthen brand perception.
- Update websites on WordPress and custom CMS as needed to ensure a thorough user experience, adding listings and events, creating landing pages and generating blog content.
- Gather onsite photography and video clips for use on social platforms.
- Plan and execute real time social media content.
- Record metrics and social media campaign performance and make recommendations based on analytics.
- Support paid media campaigns including building recommendations for advertising spends as well as ensuring organic social media efforts amplify paid messages.
- Research social media best-practices and trends to inform social media strategy.
- Help plan, create content for and deploy email newsletter campaigns



- Assist the marketing team as needed with promoting new events, projects or initiatives by providing copywriting, graphic design support, managing website updates, etc.

This job description is not intended to be all inclusive. The employee will also perform other reasonably related duties as assigned by their immediate supervisor and other management as required.

### **Qualifications**

- Comfortable working in a fast-paced environment
- Strong verbal and written communication skills are essential
- Must be familiar with Downtown Columbus and enthusiastic about supporting its success.
- Highly proficient in social media content creation and prior experience with creating reels for a brand is preferred.

### **Requirements:**

- Bachelor's Degree in communications, public relations, marketing or related field.
- 1-2 years of experience in social media, marketing, communications, or related field required
- Strong verbal and written communication skills are essential for this position
- Experience in social media monitoring and content management is required
- Passionate and knowledgeable about Downtown Columbus and/or Columbus Commons
- Experience with Sprout Social or other social media management platform and WordPress is preferred.
- Must be comfortable with basic video editing principles.
- Experience with Adobe Creative Suite (Adobe InDesign, Photoshop, Lightroom, Illustrator, etc.) and Microsoft Office is required.
- This position is fully in-person. Some evening and weekend hours may be required.



### **About Downtown Columbus, Inc.**

Downtown Columbus, Inc. (DCI) is a private nonprofit organization whose mission is to lead city-changing projects and collaborations that improve the connectivity, livability and inclusivity of the Downtown Columbus experience.

Formerly known as the Columbus Downtown Development Corporation (CDDC) and Capitol South, Downtown Columbus, Inc. drives development and progress of the Downtown Columbus Strategic Plan, working collaboratively across sectors toward the vision for Downtown Columbus to become a neighborhood of connected, people-first urban districts that can be enjoyed by all.

<https://downtowncolumbus.com/>

### **Compensation**

Compensation would be \$50,000 - \$55,000 annually, including benefits and complimentary parking.

Interested candidates should send resume, cover letter and a portfolio of social media experience with **Social Media & Marketing Coordinator** in the subject line to:

[humanresources@downtowncolumbus.com](mailto:humanresources@downtowncolumbus.com).

### **COVID-19 considerations:**

Downtown Columbus, Inc., follows the recommendations of the Centers for Disease Control (CDC) regarding COVID-19 vaccinations. Employees must provide COVID-19 fully vaccination record, including boosters as recommended by the CDC, or commit to being willing to become fully vaccinated upon hiring according to the federal guidelines.

*We are an equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran, or disability status.*