

JOB TITLE: Creative Communications Coordinator

REPORTS TO: Director of Special Projects

POSITION STATUS: Full-Time, exempt

POSITION DESCRIPTION:

The Downtown Boston Alliance seeks an energetic and creative professional to manage graphic design, digital communications, and marketing partnerships. The **Creative Communications Coordinator** will play a valuable role within the Special Projects department in showcasing Downtown Boston as a thriving and appealing destination – including its events, culture, shops, nightlife and dining options. This is an exciting time to join a newly rebranded organization that continues to launch and expand initiatives involving programming, public art, and economic opportunity for all.

ABOUT THE DOWNTOWN BOSTON ALLIANCE (DOWNTOWNBOSTON.ORG):

The Downtown Boston Alliance (DBA), formerly known as the Downtown Boston Business Improvement District, was created by property owners committed to achieving the district's full potential as a premier and vibrant destination. Our mission is to significantly improve the experience of all who live, work, visit, go to school, or shop in the 34-block, 100-acre DBA service area by providing supplemental services to keep the district clean, safe, and vibrant while catalyzing an energetic and thriving business climate and serving as the neighborhood's voice and advocate.

PRINCIPAL RESPONSIBILITIES:

Graphic Design

- Serve as primary graphic designer for the organization, including creating visually appealing flyers, advertisements, banners, and other deliverables for use in event promotion, digital advertising, in-district signage, presentations, reports, and other uses.
- Serve as organizational 'brand czar' to ensure accuracy and compliance with brand standards by fellow staff and organizational partners.
- Manage signage and uniform needs, including developing effective relationships with vendors to ensure first-rate visual appeal.
- Track branded-supply inventory and manage ongoing orders.

Digital Communications

- Manage the organization's social media platforms to drive follower growth and engagement, particularly by sharing photos, videos and experiences from those visiting Downtown Boston.
- Explore an expanded organizational use of video – such as through Reels, Stories, or TikToks – to promote events and neighborhood offerings.
- Help maintain the organization's image library, including uploading and tagging materials.
- Plan and execute social media advertising campaigns.
- Partner with other DBA staff to maintain content on the DBA's website, with a particular emphasis on the events calendar.
- Work with DBA's data and research staff to regularly track and report on analytics and digital communications performance.

- Monitor emerging social media platforms and make recommendations on where to launch new DBA platforms.

Partnerships

- Ensure DBA events and activities are shared with wide-reaching media outlets and calendar listing services.
- Develop relationships and regularly engage with social media and marketing personnel serving DBA member businesses to promote their events and offerings.
- Create marketing collaborations with event producers in the DBA area.
- Develop efforts to grow the organization's email list by using surveys, giveaways, and other best practices to build interest from those within the DBA's primary service areas.
- Build and maintain relationships with influencers focused on DBA's core and prospective audiences.

OTHER

- Perform all other duties assigned by supervisor or manager.

SKILLS & QUALIFICATIONS:

- 2-4 years of related experience in design, brand development, digital marketing, and/or related fields
- Demonstrated (1) basic understanding of graphic design principles, (2) strength or strong propensity to excel in design and brand development, and (3) comfort and proficiency in using software such as InDesign, Lightroom, Canva Photoshop, Adobe Creative Suite, and/or similar service.
- Strong attention to detail and writing ability; previous management of a brand's social media accounts a plus.
- Basic familiarity with video editing and photography.
- Friendly and welcoming with a strong customer service mentality.
- Be fun and enthusiastic about your work and our mission.
- Socially conscious, with a passion for equity, inclusivity, urbanism, and place-management.

LOGISTICS & COMPENSATION DETAILS:

- **Hours & Days:** Organizational work hours for office-based staff are generally Monday through Friday (9a-5p); however, this role will require an occasional ability to work mornings, evenings, and weekends for organizational activities, as necessary.
- **Salary & Benefits:** The position is salaried and exempt with a generous benefit package. The salary range for the position is \$50,000-\$70,000, commensurate with experience.
- **Location:** This role will be office- and district-based, in-person.
- **Career Advancement:** We believe strongly in professional development and career advancement for our staff. Promotion opportunities exist for each of our employees and will be considered based on areas of mutual interest for the employee and need for the organization.
- **Other Info:** The role may require some bending, stooping, reaching, carrying, climbing, and lifting as necessary to perform assigned duties.

APPLICATION PROCESS:

- Please email cover letter, resume, and a work sample that demonstrates your graphic design ability to: info@downtownboston.org with subject line "Creative Communications Coordinator (YOUR INITIALS)".
- Cover letter should include the answer to this question: "What is a place – city, state, region, neighborhood, real estate development, museum, individual site, etc. – that you feel has the most visually compelling brand identity and why?"
- Each file name should include applicant's last name
- No phone calls, please

The Downtown Boston Alliance is an Equal Opportunity Employer and greatly encourages candidates of all backgrounds to apply. Diversity of opinions, experiences, and backgrounds is a key and valued component of our work to promote a welcoming, accessible, and inclusive experience in Downtown Boston through an organization that is itself diverse and inclusive.

