



Traverse City Downtown Development Authority (DDA)

Communications and Special Project Coordinator

Job Description

The Traverse City Downtown Development (DDA) Authority serves as the lead agent and advocate for Downtown - focused on the development, construction and maintenance of critical downtown public infrastructure as well as placemaking, events, services and cultural amenities that support and promote job growth and economic development.

The Traverse City Downtown Development Authority is considered a *component unit of government* within the City of Traverse City. The DDA is governed by an appointed 9-member Board of Directors. However, the DDA budget and large public infrastructure projects must be approved by both the DDA Board of Directors and City Commission.

Position Title: Communications and Special Project Coordinator

Reports To: DDA Chief of Staff

Exemption Status: Exempt

Compensation: Hiring salary at \$45,000, but commensurate with experience and fit for the position; Comprehensive benefits package provided.

Position Responsibilities

The Communications and Special Project Coordinator will be called upon to do any or all of the following essential functions in support of both the DDA and Downtown Traverse City Association (DTCA) - Merchants Association. These examples do not include all of the duties which the employee may be expected to perform.

- Assists with development and facilitation of social media strategy for the DDA and DTCA, including content creation (this will include some copywriting as well as images/video production).
- Manage and develop social media content for the DDA and DTCA and oversee marketing and communication analytics, including the regular reports to the DDA team and DDA/DTCA Board.
- Facilitate and curate photo and video content for the DDA and DTCA.
- Assist DDA team with general marketing and communication materials, including but not limited to website maintenance, surveys, email news and graphic design production.
- Facilitate the development and dissemination of monthly e-newsletter, in coordination with the DDA team.
- Manage and maintain the DDA's database(s) for merchants, property owners, events and volunteers.

- Provide in-person support for DDA and DTCA events, which may include light physical activities.
- Manage and facilitate inquiries and data needs from Placer AI software.
- Assist in the support of educational campaigns.
- Direct and/or support the facilitation of DDA programs and special initiatives.
- Assist in the maintenance and upkeep of downtown infrastructure.
- Research and implement trends, best practices and other industry-associated information into the organization.
- Assist with budget tracking and ensuring expenses remain within budget parameters.
- Provide general office assistance, including answering phones and gift-certificate purchases (including managing on-line gift-certificate orders).
- Help foster and cultivate a culture of inclusivity and serve as a champion for diversity and equity.
- Serve as an ambassador for Downtown, the DDA and DTCA.

Required Education, Experience, Skills & Abilities

Education

- Bachelor's degree in an area of concentration related to the position or related job experience is preferred.

Experience

- At least two (2) years of work experience with accomplishments that are relevant to this job description.
- Understanding and working knowledge of purposes and roles of DDA's.
- Excellent written and verbal communication skills.
- Thorough attention to detail and a proactive approach to project management.
- Able to multi-task, adapt and work well under pressure and deadlines.
- Ability to interact and collaborate with all levels of staff, board members, business owners and community members.
- Proficient in website CMS and Microsoft Office.

Preferred Skills and Abilities

- Enjoys working with people and can readily fit with and contribute to a small staff unit.
- Understanding of small-town dynamics.
- Project management and adhering to milestone and project completion.
- Utilization of video content in communication and messaging.
- Experience with Adobe Creative Suites, and graphic design tools.

How To Apply

We invite interested individuals to apply by submitting their resume and cover letter to liz@downtowntc.com by April 25, 2025.