

Downtown Oklahoma City Partnership

JOB OPPORTUNITY



DESCRIPTION

JOB TITLE: Digital Marketing Coordinator

IMMEDIATE SUPERVISOR: Danielle Dodson, Director of Marketing and Communications

DEPARTMENT: Marketing

START DATE: January 15, 2024 (start date flexible)

COMPENSATION: \$43,000 to \$51,000; 100% covered health and dental insurance plus short-term/long-term disability, 401K match (up to 4%), 20 days paid time off (15 personal time off, 5 illness/wellness time off), 12 paid holidays, wellness reimbursement program, parking and phone stipend

STATUS: Full Time, Exempt

ABOUT DOWNTOWN OKC PARTNERSHIP

Downtown Oklahoma City Partnership (DOKC) is a 501(c)(6) non-profit urban place management organization responsible for marketing, maintaining, and managing the greater downtown Oklahoma City area. DOKC is contracted by the City of Oklahoma City to oversee the Downtown Business Improvement District (BID), an assessment area supported by downtown property owners. DOKC also creates and funds public art and activation projects through its 501(c)(3) Downtown Oklahoma City Initiatives.

At DOKC, we believe in the importance of a healthy and vibrant downtown, as its success impacts our entire community. Downtown Oklahoma City Partnership's mission is to create and champion a vibrant and diverse downtown through placemaking, advocacy, and promotion. For more information about DOKC, please visit downtownokc.com.

JOB SUMMARY

The Digital Marketing Coordinator's primary role is to provide support to the marketing team by performing content creation, social media management, graphic design, copywriting, and website maintenance. Ideal candidates will have a creative mindset, enthusiasm to learn, and passion for downtown Oklahoma City.

RESPONSIBILITIES & EXPECTATIONS

- Acquire an understanding of the key functions of the Business Improvement District (BID) and its districts
- Maintain website content, including copy, image assets, landing pages, digital resources, videos, etc.
- Work with marketing team to create and implement comprehensive digital marketing strategy aligned with identified goals
- Manage social media accounts on various platforms, generating content and engaging with users
- Research and promote downtown news and events on district social media accounts
- Research, purchase and track paid advertising on social media accounts, reporting findings on a quarterly basis
- Maintain website content, including copy, image assets, landing pages, digital resources, videos, etc.
- Promote DOKC news and events on social media and on website

- Create or modify visuals for social media posts, ads, and other digital content
- Coordinate promotional giveaways for downtown businesses on social media when needed
- Promote DOKC news and events on social media and on website
- Represent the organization in a professional manner at all times
- Project a positive constituent-focused attitude inside and outside of the office
- Assist supervisor and others as needed

SKILLS & QUALIFICATIONS

- Bachelor's degree in public relations, marketing, communications, or related field OR equivalent work experience
- 3+ years of professional experience in digital marketing or a similar role
- Excellent communication, writing, and public speaking abilities
- Expertise in managing social media platforms, including content planning, scheduling, engagement, and paid advertising.
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- Functional understanding of WordPress highly desirable
- Familiar with Adobe InDesign, Photoshop or other graphic design software
- Proficiency in creating various types of content, including blog posts, social media updates, reels, infographics, etc.

POSITION REQUIREMENTS

- Possess excellent computer knowledge and ability to master the online programs and software required of this position, especially Microsoft Office Suite
- Must be able to work flexible hours, including occasional nights, weekends and holidays
- Attendance at all DOKC events is required unless otherwise noted – some occurring on nights and weekends
- Project a positive constituent-focused attitude inside and outside of the office
- Strong organizational and time management skills
- Demonstrate the ability to work independently
- Demonstrate the ability to work effectively on a team and with a wide variety of people
- Ability to organize, lead and implement multiple projects simultaneously
- Ability to manage tasks to completion, asking for help when needed
- Ability to research information, including gathering and analyzing data from multiple sources
- Passion for downtown Oklahoma City

WORKING CONDITIONS

- Primarily work on-site at a desk with minimal physical work
- Physical dexterity enough to operate personal computer and office equipment
- Strength enough to lift, carry, push, pull or move objects weighing up to 30 pounds
- Stamina enough to exert oneself physically throughout the workday
- Flexibility enough to bend, twist, and reach while loading and unloading materials and equipment
- Near vision enough to perform tasks such as inspection of equipment, reading of computer screens, etc.
- Physical dexterity enough to operate equipment such as computer keyboards, common hardware tools, etc.

- Inside and outside for events – Ability to be exposed to cold, heat, humidity, adverse weather conditions, etc. It is expected this position will spend part of their time outside of the office to assist with downtown programming and events

HOW TO APPLY

To apply, email cover letter, resume, and two samples of work to [Danielle Dodson](#) with the subject line: Digital Marketing Manager. Sample work to include writing, graphic design, photography or videography projects, Instagram / TikTok accounts managed (personal or professional accounts), and any other items that showcase applicant's written or visual creativity.

DEADLINE TO APPLY DECEMBER 22, 2023

Applicants should expect to hear a response no later than January 5, 2024.

We encourage you to apply regardless of meeting all qualifications and/or requirements.

Downtown OKC Partnership is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.