

JOB OPPORTUNITY



DESCRIPTION

JOB TITLE: Marketing Coordinator

IMMEDIATE SUPERVISOR: Danielle Dodson, Director of Marketing and Communications

DEPARTMENT: Marketing

START DATE: March 2025 (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. Our 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 Marketing Coordinator supports the marketing team by creating engaging content, managing social media channels, designing graphics, writing copy, maintaining the website, and producing the weekly newsletter. The ideal candidate is creative, detail-oriented, eager to learn, and passionate about downtown Oklahoma City.

PRIMARY RESPONSIBILITIES

Social Media Management

- Manage social media accounts for 3+ DOKC districts across various platforms
- Plan, create, and schedule content
- Engage with online community and stakeholders
- Research, implement, and track paid social media advertising
- Coordinate promotional giveaways for downtown businesses
- Provide quarterly analytics and performance reports

Content Creation & Digital Marketing

- Create and implement comprehensive digital marketing strategies aligned with organizational goals
- Generate engaging content for multiple social media platforms
- Write and edit weekly newsletter, blog posts, develop one-pagers, website pages, and social media content
- Develop and maintain website content, including copy, images, landing pages, and digital resources

- Create and edit multi-media content for social media, advertising, and digital platforms, including photos, video and graphics
- Regularly coordinate content shoots with businesses
- Research and promote downtown news and events across digital channels

Additional Support / Other

- Assist with downtown events and programming
- Represent DOKC at community events and functions
- Acquire an understanding of the key functions of the Business Improvement District (BID) and its districts
- Represent the organization in a professional manner at all times
- Project a positive constituent-focused attitude inside and outside of the office
- Support team in various initiatives and campaigns as needed

SKILLS & QUALIFICATIONS

- Bachelor's degree in PR, Marketing, Communications, or related field OR equivalent work experience
- 3+ years of professional experience in digital marketing or similar role
- Proven expertise in social media management and digital advertising
- Expertise in photography and short-form videography
- Experience with Adobe Creative Suite other graphic design software
- Strong Microsoft Office Suite skills, including Word, Excel, Outlook, and PowerPoint
- Experience with WordPress highly desirable
- Excellent written and verbal communication
- Outgoing personality with excellent customer service skills
- Strong organizational and time management abilities
- Creative problem-solving skills
- Strong attention to detail

POSITION REQUIREMENTS

Professional Competencies

- Ability to organize, lead and implement multiple projects simultaneously
- Demonstrated ability to work both independently and as part of a team
- Excellent problem-solving and research capabilities, including gathering and analyzing data from multiple sources
- Strong computer literacy and ability to quickly master new software and online platforms
- Ability to manage tasks to completion, knowing when to seek assistance
- Professional demeanor and positive constituent-focused attitude in all interactions
- Ability to balance creativity and analytical thinking to innovate while measuring the impact of different tactics

Schedule & Availability

- Flexible schedule required, including occasional nights and weekends
- Attendance at all DOKC events unless otherwise noted, some which may include nights and weekends
- Ability to adjust work hours based on organizational needs and events, with advanced notice

Cultural Fit

- Passion for downtown Oklahoma City and its continued development
- Collaborative mindset and ability to work effectively with diverse groups of people
- Commitment to maintaining positive relationships with stakeholders, businesses, and community members
- Dedication to professional growth and learning
- Self-starter who takes initiative without constant direction

WORKING CONDITIONS

- Primarily work on-site at a desk
- Strength to lift, carry, push, pull or move objects weighing up to 30 pounds
- Stamina to exert oneself physically throughout the workday
- Flexibility to bend, twist, and reach while loading and unloading materials and equipment
- Near vision to perform tasks such as inspection of equipment, reading of computer screens, etc.
- Physical dexterity 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 setting to assist with downtown programming, events, and work tasks

HOW TO APPLY

To Apply: Email the following to [Phi Nguyen](#) with subject line "Marketing Coordinator Application"

- **Cover letter**
 - In your cover letter, please share your specific interest in this Marketing Coordinator position with Downtown OKC Partnership. Additionally, tell us about your favorite place, activity, or experience in downtown Oklahoma City and why it resonates with you. This helps us understand your connection to our mission and the downtown community.
- **Resume**
- **Two samples of previous work** (writing, design, photography, or video)
- **Links to Instagram/TikTok accounts managed** (personal or professional)
- Other items that showcase applicant's written or visual creativity.

ORIGINALITY AND AUTHENTICITY REQUIREMENT: In marketing and creative roles, original thinking and personal expression are essential. While we recognize that AI tools can be helpful in the creative process, we require that all application materials—including your cover letter, writing samples, and portfolio work—represent your original thoughts, creativity, and capabilities. By submitting your application, you agree that these materials are your own work and not generated by AI. During our interview process, you will be asked to demonstrate your skills.

Interview Process:

1. First Round: Initial Screening Interview
2. Second-Round: Skills Assessment (to include the following, at a minimum)
 - Create a Reel highlighting a downtown place, business, or attraction
 - Write accompanying social media caption
3. Final Round: Interview and meeting with members of DOKC Leadership

DEADLINE TO APPLY MARCH 14, 2025

Applicants should expect to hear a response no later than March 21, 2025.

We encourage you to apply regardless of meeting all qualifications. Downtown OKC Partnership is an equal opportunity employer committed to creating an inclusive environment for all employees.