

## Position: Marketing & Communications Assistant

**JOB POSTING ACTIVE:** February 2024

Email resume and cover letter to [info@downtownspokane.org](mailto:info@downtownspokane.org). Applications are reviewed as received and selected candidates will be contacted directly. No walk-ins.

**About DSP:** The Downtown Spokane Partnership (DSP) is dedicated to the creation of a dynamic, vibrant, livable, and sustainable Downtown. As a private, 501c(6) not-for-profit organization, the DSP serves as Spokane's central city advocate focused on economic and community vitality initiatives. As the manager of the Downtown Spokane Business Improvement District (BID) since 1995, the DSP provides supplemental programs and enhanced services in the 80-block area that includes nearly 1,500 property owners and business tenants. To learn more about the DSP, visit [DowntownSpokane.org](http://DowntownSpokane.org).

**About the Position:** The Marketing & Communications Assistant supports marketing and communications work and accomplishments. This position is responsible for the ongoing implementation of DSP's digital presence and communications, in particular managing social media channels, email newsletters and website. Additionally, this position is critical in supporting the development and execution of marketing and communications campaigns, advertising, public relations, video development, community management and data analysis. This position uniquely works closely with all DSP departments, assisting them in accomplishing their communications and marketing needs.

**Reports To:** Vice President, Marketing & Programming  
**Starting Salary Range:** \$22-24/hr (DOE)  
**Classification:** Non-Exempt, Full Time (40 hours per week)

**Employee Benefits\*:**

- 100% Employer paid Health, Vision, and Dental Insurance
- 100% Employer paid Long Term Disability & Life Insurance
- 12 paid holidays off annually
- 80 hours of accrued vacation plus Washington sick leave
- Simple IRA with employer-paid 3% match
- Monthly transportation/parking stipend
- Technology stipend
- Bonus eligibility

*\*Some benefits subject to full time classification and waiting/probationary periods.*

While the DSP offers flexible work schedules and occasional remote work options, this position is primarily based in the office located in downtown Spokane.

**Responsibilities & Duties:** Essential responsibilities of this position include but are not limited to:

Digital Media

- Assist in the growth of DSP's online audience by maintaining Facebook, Instagram, X, LinkedIn, YouTube and other media accounts.
- Create and implement a social media content calendar.
- Create compelling content that will be shared by champions and influencers.
- Attend downtown events and take photos for social media as desired and when requested.

- Develop compelling creative content, including graphics and copy, and effect viral loops between accounts.
- Manage digital asset library, including photos, videos, and graphics.
- Actively perform social listening audits, expand engagement and amplify BID ratepayer accounts.
- Track social media analytics and develop reports with analysis and results, including new ideas and recommendations to enhance campaigns.
- Be aware of emerging trends.

#### Website & Online Maintenance

- Maintain the online business directory and event calendar on [www.DowntownSpokane.org](http://www.DowntownSpokane.org).
- Regularly audit website content regularly, identify and update broken links and resources.
- Maintain website content, including copy, image assets, landing pages, digital resources, videos, etc.
- Track website traffic and visitor analytics to develop reports with analysis, including recommendations to increase visitor traffic.

#### Communications

- Develop and send bi-weekly "What's Happening eNewsletter," Member and Ratepayer eNewsletters and, as-needed, Legislative Update/Alert eNewsletters.
- Support content creation for the newsroom at [www.DowntownSpokane.org](http://www.DowntownSpokane.org), highlighting downtown programs, including but not limited to Clean and Safe Ambassadors, downtown businesses, seasonal promotions, and special promotions.
- Support development and distribution of media releases and interview coordination.
- Support the collection of demographic and economic data impacting investment decisions in the downtown Spokane area.

#### Marketing

- Manage an editorial calendar of promotional activities, advertising placements and deadlines for various downtown campaigns.
- Review and maintain print collateral to assure content is current and accurate.
- Track and collect data to develop performance reports that inform future placement of media and best use of advertising dollars.
- *Other duties may be requested/assigned.*

#### **About You:**

The Marketing & Communications Assistant should be an enthusiastic self-starter with the ability to coordinate multiple tasks and initiatives while supporting team members in achieving organizational goals. The ideal candidate is organized, open, knows when to seek assistance, and can adhere to timelines. They should effortlessly build rapport with individuals and groups, exhibit strong teamwork, possess a nimble mindset, and understand the confidential nature of certain tasks.

#### This individual has:

- Passion for downtown Spokane with exceptional work ethic and ability to exemplify DSP core values: Collaborative, Innovative, Diverse.
- Sound judgment and ability to maintain professional decorum under pressure with a positive attitude.
- Experience working in a fast-paced environment and an ability to work quickly and efficiently to problem solve with an ability to quickly adapt to changing circumstances.

**Requirements:**

- Strong capabilities in the use of all standard office equipment.
  - Solid understanding of computer software and online products, including Microsoft Office 365 (Word, Excel, Access, Outlook, PowerPoint); content management systems like HootSuite or SproutSocial, WordPress (preferred); Constant Contact e-mail marketing ; submission management software (Zoho, Survey Monkey).
  - Understanding of social media platforms, online community building and digital analytics. (Primarily Facebook, X, YouTube, LinkedIn, community forums and Google Analytics).
  - Graphic design skills (Adobe Suite: InDesign, Illustrator, Photoshop) a plus.
  - Bachelor's degree in communications, marketing or related field.
  - 1-2 years marketing, social media, email marketing and website content writing, preferably with a trade association, membership organization or communications-related organization.
  - Proficient writing, editing, interpersonal and verbal communication skills required.
  - Project management skills with ability to manage schedules and deadlines for ongoing initiatives for multiple internal and external stakeholders.
  - Able to sit and/or stand for long periods of time with occasional lifting/pulling/pushing up to 25 pounds. Specific vision abilities required by this job include close vision, depth perception and ability to adjust focus.
  - Ability to speak, read, write, and understand English effectively to complete job duties.
  - Proficient with mobile phones and smart devices.
  - Pass background & drug screening.
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*Downtown Spokane Partnership is an equal opportunity employer and is committed to inclusion and diversity. The DSP recruits, employs, trains, compensates, and promotes regardless of race, religion, color, national origin, sex, gender identity or expression, sexual orientation, disability, age, veteran status, and other protected statuses as required by applicable law. All employees must have permission to work in the U.S.; employment eligibility verification is required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The DSP does not discriminate based on genetic information in its employment-related policies and practices, including coverage under its health benefits program.*