

## Communications Director

Downtown Little Rock Partnership is looking for a dedicated communications professional, who is passionate about urban spaces, the power of place-making, and downtown community.

The Communications Director has the opportunity to shape the voice of Downtown Little Rock Partnership through creative story-telling, social media engagement, press outreach, and more. The perfect candidate will be a confident self-starter who is well-organized and able to handle multiple projects at once. They will be an excellent team-player who can also work independently on various tasks. They should bring a unique and inventive touch to their work.

- Strategizes and assists Executive Director with short term and long term goals for the organization; develops an internal (DLRP) and external marketing and communication plan and corresponding budget to assist in carrying out those goals and initiatives
- Works with Events Director to develop a marketing and communication plan and budgets for each DLRP event
- Develops and maintains a relationship with media (print, radio, online and television); serves as preliminary point of contact, in the absence of the Executive Director, for non-profit and foundation staff, corporate and community leaders.
- Maintains a relationship with downtown communicators and other DLRP members for monitoring downtown public relations needs and for networking downtown events and activities for the overall purpose of bringing people downtown
- Increases social media activity, and utilizes new methods of communication.
- Develop text message based communication program
- Produces weekly e-newsletter
- Keeps website content current
- Produces or coordinates production of DLRP marketing materials
- Writes press releases, coordinates press conferences, produces media kits
- Oversees advertising and advertising projects
- Oversees production of the annual magazine
- Produces high quality presentations, reports and other written materials as requested by the Executive Director
- Assists Executive Director and Events Director with marketing plans and tools for fundraising
- Assists Executive Director and Board of Directors with development and retention of membership

- Stays in close communication with Executive Director as to DLRP projects, meetings, plans and activities and attends DLRP committee meetings as appropriate
- Represents the Executive Director and/or DLRP at events and meetings as requested
- Provides assistance with research and development
- Coordinates response to DLRP website inquiries
- Other duties as assigned

The work environment is located primarily inside and consists of completing tasks involving project management, communications, and administration. Conditions can vary greatly, depending on weather and the event we are planning. Interruptions of work are routine. Flexibility and patience are required. Must be self-motivated and able to complete job assignments without direct supervision.

This is a full time, exempt position at no less than 40 hours per week. DLRP has a very generous benefit package after the introductory period; 401k with match, Medical, Dental, Vision, and Parking.

**Salary:** COE

Send cover letter, resume and three references to: [gholmstrom@downtownlr.com](mailto:gholmstrom@downtownlr.com)

*This position reports directly to the Executive Director*

Downtown Little Rock Partnership **is an Equal Opportunity Employer (EOE).**