



Job Description

Job Title: Communication Manager

Supervisor: Vice President, Marketing and Communication

FLSA Status: Exempt

Summary

The Downtown Austin Alliance is seeking a strategic and experienced Communication Manager. The Communication Manager will implement communication strategies for the Downtown Austin Alliance's family of organizations to include the Downtown Alliance, the Downtown Austin Alliance Foundation, and Republic Square. Focus areas include, but are not limited to, content, social media, graphic design, digital marketing, email marketing, brand management, reporting and analytics, and website development and user experience.

Essential Duties and Responsibilities include the following. Other duties may be assigned.

- Develop and oversee implementation of a social media strategy, including creating and curating content and visual assets for content calendar, implementing paid social media and digital advertising campaigns, as well as community management, moderation, and reporting for all platforms.
- Oversee the execution of email communications, including weekly newsletters, event promotions, and marketing campaigns.
- Identify opportunities to improve and enhance online communications. Customize analytic reports. Monitor and evaluate metrics to inform future communication efforts.
- Lead the long-term strategy and daily content management of both the Downtown Austin Alliance and Republic Square websites. Serve as lead for any outside web projects with various external digital agencies and vendors.
- Work with the VP of Marketing & Communication to develop and implement content marketing and promotional plans targeting diverse audiences to increase outreach, engagement, and attendance/ participation in programs and events.
- Lead and maintain the visual presence and brand identity across all platforms as well as for signature events and marketing campaigns.
- Develop and oversee a brand approval process to ensure consistency across all platforms.
- Oversee the execution of multimedia projects, including photography, video production, and virtual/ live stream events.

- Serve as a staff second for the Strategic Communication and Marketing Committee, supporting and managing the work plan of the committee.
- Help develop, manage, and produce the organization's communications and marketing materials to support key programs and strategic initiatives.
- Manage the organization's media library and multi-media resources, ensuring and maintaining a robust repository of fresh, relevant, high quality visual assets.

Supervisory Responsibilities

Directly supervises one or more employees. Carries out supervisory responsibilities in accordance with the organization's policies and applicable laws. Responsibilities include interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.

Competencies

To perform the job successfully, an individual should demonstrate the following competencies:

Team Leadership - Fosters team cooperation; defines team roles and responsibilities; supports group problem solving; ensures progress toward goals; acknowledges team accomplishments.

Delegation - Delegates work assignments; matches the responsibility to the person; gives authority to work independently; sets expectations and monitors delegated activities; provides recognition for results.

Job Knowledge - Competent in required job skills and knowledge; exhibits ability to learn and apply new skills; keeps abreast of current developments; requires minimal supervision; displays understanding of how job relates to others; uses resources effectively.

Problem Solving - Identifies and resolves problems in a timely manner; gathers and analyzes information skillfully; develops alternative solutions; works well in group problem solving situations; uses reason even when dealing with emotional topics.

Communications - Expresses ideas and thoughts verbally; expresses ideas and thoughts in written form; exhibits good listening and comprehension; keeps others adequately informed; selects and uses appropriate communication methods.

Teamwork - Balances team and individual responsibilities; exhibits objectivity and openness to others' views; gives and welcomes feedback; contributes to building a positive team spirit; puts success of team above own interests; able to build morale and group commitments to goals and objectives; supports everyone's efforts to succeed.

Conflict Resolution - Encourages open communications; confronts difficult situations; maintains objectivity; keeps emotions under control; uses negotiation skills to resolve conflicts.

Organizational Support - Follows policies and procedures; completes administrative tasks correctly and on time; supports organization's goals and values; benefits organization through outside activities; supports affirmative action and respects diversity.

Dependability - Follows instructions, responds to management direction; takes responsibility for own actions; keeps commitments; commits to long hours of work when necessary to reach goals; completes tasks on time or notifies appropriate person with an alternate plan.

Qualifications To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and/or Experience

Bachelor's degree from four-year college or university; or 5 years of professional experience working in a digital/social media, communications, marketing or other similar capacity. Proficiency with digital media practices, tools and platforms and social media.

Language Skills

Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Excellent written, verbal, and especially visual communication skills. Excellent editorial skills with a sound understanding of writing for the web and social media and engaging online audiences. Ability to effectively present information and respond to questions from members, funders, other stakeholders, and the general public individually and in group settings.

Reasoning Ability

Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving a variety of individuals and businesses and competing and changing needs

Computer Skills

Proficient in Microsoft Outlook, MS Word, and Power Point, proofreading and general office procedures. Working knowledge of Adobe Creative Suite Photoshop, Illustrator, InDesign and Survey Monkey. Excellent knowledge of a range of applications and software including social media platforms (Facebook, Twitter, Instagram, Yelp, YouTube, LinkedIn), Content Management Systems (i.e. WordPress, Craft, and/or Drupal) and SEO best practices. Knowledge of web programming languages (HTML, CSS) and basic programming/coding skills.

Physical Demands The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable

accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this Job, the employee is regularly required to talk or hear. The employee is frequently required to stand; walk and sit. The employee is occasionally required to use hands to finger, handle, or feel and reach with hands and arms. The employee must occasionally lift and/or move up to 25 pounds.

Work Environment The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate.

The above job description is not intended to be an all-inclusive list of duties and standards of the position. Incumbents will follow any other instructions, and perform any other related duties, as assigned by their supervisor.

Employee Signature

Date

Supervisor Signature

Date