



### Who we are:

Founded in 1997, the DowntownDC Business Improvement District (BID) is not just an organization—it's the heart of downtown Washington, D.C. As a private nonprofit, the BID leads efforts to enhance the downtown area's vitality through strategic initiatives in economic diversification, public-private partnerships, and urban experience enrichment. The BID oversees a 140-block area of approximately 526 properties and numerous parks and public spaces, from Massachusetts Avenue NW on the north, including the Walter E. Washington Convention Center at Mount Vernon Square, to Constitution Avenue NW on the south, and from Louisiana Avenue NW on the east to 16th Street/Black Lives Matter Plaza NW on the west. The DowntownDC BID blends history with innovation, creating a dynamic urban landscape where diverse cultures converge, and community thrives. Committed to inclusivity, sustainability, and continuous improvement, the BID remains dedicated to shaping a vibrant, resilient urban environment for residents, businesses, and visitors alike. Learn more about the BID and its programs, initiatives, and events at [www.downtowndc.org](http://www.downtowndc.org).

### Position Summary:

DowntownDC BID is looking for a **Full-Time Communications Content Coordinator**. The Communications Content Coordinator will play a crucial role in creating, managing, and distributing engaging content across multiple communication channels. This position is essential in promoting DowntownDC BID and its initiatives, enhancing the organization's visibility, and engaging with our diverse audience. The successful candidate will be responsible for ensuring that all content aligns with our strategic goals and effectively communicates our mission and achievements.

The BID is seeking a passionate and energetic candidate who will act as a key storyteller and communicator for the BID's initiatives and events in Downtown D.C. The Communications Content Coordinator will be engaging with the community through various digital platforms and ensuring that the BID's messages reach a wide audience and ensure the organization maintains a strong online presence. This is a great opportunity to significantly impact the visibility and engagement of the BID's work in the community.

This position reports to the Director of Marketing and Communications.

### Responsibilities:

#### ➤ **Social Media (40%)**

- Develop and manage compelling social media content across all platforms (e.g., Facebook, X/Twitter, Instagram, LinkedIn, YouTube)
- Monitor social media trends and engagement metrics, providing regular performance reports
- Implement social media campaigns that increase visibility and engagement
- This position includes the provision of on-site support for BID events



- **Digital Content (25%)**
  - **Website:**
    - Manage and update the event calendar, ensuring timely and accurate information
    - Regularly update website content to reflect current initiatives and events
  - **Email Campaigns:**
    - Assist in drafting, compiling, and distributing engaging content for email campaigns
- **Special Projects Assistance (20%)**
  - Conduct research and field surveys to gather relevant data
  - Compile information packets for various stakeholders
  - Create visually appealing slide decks for presentations and meetings
- **Board Support (10%)**
  - Take comprehensive minutes during board meetings
  - Assist with the preparation and dissemination of board communications
- **Administrative Support (5%)**
  - Assist with scheduling and coordinating meetings and events
  - Draft and proofread correspondence and other administrative documents
  - All other duties assigned

**Requirements:**

- Bachelor's degree in communications, Marketing, Public Relations, or a related field
- Proven experience in managing social media platforms and creating digital content
- Exceptional writing, editing, and proofreading skills
- Proficiency in digital content management systems, social media tools, and basic graphic design software
- Strong organizational and project management skills
- Ability to work independently and collaboratively in a fast-paced environment
- Experience with Mediagraph and other digital asset management tools is preferred, but not required

**Application Process:**

Applications must be received by July 26<sup>th</sup>, 2024, to ensure maximum consideration. To apply please email a copy of your resume and cover letter detailing your relevant experience to [adminjobs@downtowndc.org](mailto:adminjobs@downtowndc.org). Please send documents in PDF format and email with the subject line



**“Communications Content Coordinator Candidate - Your First Name and Last Name”**; for example:  
**Communications Content Coordinator - John Doe.**

**Additional Information:**

DowntownDC BID expects the base salary for the Communications Content Coordinator role to range from \$50,000 to \$65,000 and will depend on current market data and the candidate’s qualifications for the role, including education and experience. The compensation described above is subject to change and could be higher or lower than the range described based on several factors. DowntownDC BID offers a comprehensive benefits package, including health, dental, and vision insurance, retirement plan options, and paid time off.

Additionally, the BID currently has a 4-day in-office policy. Please note that this policy is subject to change and may be adjusted based on future organizational needs and circumstances.

**Affirmative Action/Equal Employment Opportunity:**

DowntownDC BID is an equal opportunity employer committed to hiring a diverse workforce and sustaining an inclusive culture. DowntownDC BID does not discriminate based on race, ethnicity, religion, sex, color, national origin, age, sexual orientation, gender identity or expression, mental or physical disability, genetic information, veteran status, or on any other basis prohibited by applicable law.