

Company: Midtown Association (MA)

Position: Communications Coordinator (Non-Exempt)

Supervisor: Reports to BID Services & Communications Manager

Location: 1401 21st Street, Unit A, Sacramento, 95811

Organization: The Midtown Association (MA) is a non-profit organization whose mission is to make Midtown the center for culture, creativity and vibrancy in Sacramento's urban core.

Our Culture: The MA is a small but mighty office governed by a board of artistic, fast paced and innovative property and business owners. We attract high-performing, highly ethical employees who truly care about their community. Our team works well together because we hold ourselves accountable to strong project management and complement one another's strengths. Our office is a beautiful modern storefront with open air meeting space, natural light, room for bike storage and more than 20 restaurants/coffee shops/bars within two blocks. Our office is smart casual/business casual attire.

Position Summary and Requirements: The Coordinator supports the BID Services & Communications Manager, their peers, and key consultants to ensure effective daily operations of the MA Communications Plan, Social Media plan, and Event Marketing and Coordination projects and activities. Along with the Manager and consultants, the Coordinator creates and implements communications programs across media that foster increased awareness, understanding, and support of the MA vision, accomplishments, and needs among its many internal and external staff and stakeholders. Qualified Coordinators have the ability to lead consultants and staff to predetermined outcomes within budget on specific projects. They excel at communicating information between stakeholders, staff, consultants, and other team members to keep the group "on the same page." They have a special knack for the area of the organization in which they serve and are a great source for expert "on the ground" information on their projects. Coordinators keep tabs on the industry and the external environment to bring recommendations to their Manager on new ideas and trends.

Coordinators have knowledge and experience with social media communications including technical aspects and requirements of various platforms, and have writing, editing and proofreading skills, including proper grammar, spelling, punctuation, sentence construction and formatting styles to clearly and effectively communicate ideas and information across a variety of digital and social media platforms. Coordinators have experience meeting tight deadlines and balancing multiple projects and priorities simultaneously while completing projects with excellence, applying judgment and discretion when working with highly sensitive and confidential information, and have experience working collaboratively and productively with diverse groups of individuals at all levels within a complex



MIDTOWN
ASSOCIATION

**THE CENTER FOR CULTURE, CREATIVITY
& VIBRANCY IN SACRAMENTO'S URBAN CORE.**

organization, and often with wide differences of opinion. Coordinators maintain and build key partnerships in the community to ensure the success of the organization and have experience using interpersonal communication and public relation skills to develop and maintain strong working relationships with both internal and external stakeholders.

Candidates with knowledge of City required event permit requirements, experience in property management or with community based non-profits, and knowledge of the best graphic design practices and principles for both print and web projects is a plus. Knowledge of the most appropriate and effective applications to create, develop, track, and implement long and short-term strategic social media objectives is a plus.

Basic Employment Qualifications: All candidates should have no less than three years of professional experience and a bachelor's degree in a relevant area of study. Candidates should have experience with Word Processing, Excel and Email programs, the ability to speak, read and clearly write in English, the ability to lift up to 40 pounds, and be able to remain on their feet outdoors for up to 10 hours per day in potentially inclement weather. All candidates should have proven positive customer service experience and should anticipate pre-employment background checks, driving record checks, and a drug screening.

Work Environment: The work environment is located primarily inside and consists of completing tasks involving digital activities, event marketing, and coordination. Conditions can range to include working outside in all types of inclement weather. Must be able to work around varying degrees of noise and interruptions. Must be self-motivated, flexible, patient, and able to complete job assignments without direct supervision under stressful conditions.

Benefits: This is a full time, hourly position at no less than 40 hours per week. Schedule is generally Monday through Friday, 8 am until 5 pm, however there are regular variations for meetings, special events and to accommodate special projects. MA has a very generous benefit package after the introductory period; 10 days of sick time, 12 days of vacation plus public holidays, 401k with match, Flex-spend account, Medical, Life, Dental, Vision and Alternative Care Insurance, and Parking.

Salary: COE / Midtown Association is an Equal Opportunity Employer (EOE).

Essential Duties & Responsibilities:



MIDTOWN
ASSOCIATION

**THE CENTER FOR CULTURE, CREATIVITY
& VIBRANCY IN SACRAMENTO'S URBAN CORE.**

Social Media (Estimated at 10 hours per week)

- Draft email reports to key stakeholders on behalf of Manager outlining recent mentions and spotlights on MA social media platforms
- Create and implement a social media posting schedule for all internal postings, as well as for any hired consultants who post content on behalf of MA
- Maintain consistent MA brand voice and tone for all social media platforms and posts
- Track MA affiliated social media accounts and trends, and be able to measure the impact/effectiveness of each social media program

Public/Media Relations (Estimated at 10 hours per week)

- Under general direction from Manager, coordinate with stakeholders and PR consultant to arrange and execute media opportunities
- Fulfill assigned tasks discussed from the monthly PR team meeting
- Take accurate minutes and fulfill tasks from the BID Committees and event planning committees

Graphic Design & Digital Communications: (Estimated at 10 hours per week)

- Gather and integrate specific and relevant content into a monthly stakeholder newsletter, a Second Saturday newsletter, BID newsletters, and any other MA approved newsletters and distribute each via Mailchimp
- Create digital communications including stakeholder surveys and project specific communications
- Regularly refine and implement content updates via Wordpress to www.exploremidtown.org to ensure up-to-date information is provided to stakeholders and visitors
- Maintain electronic photography and design files
- Work with Manager and consultant to ensure the proper implementation and brand management of MA logos per the Brand Standards Guide
- Coordinate digital influencer programs to support the MA programs, activities, and event support program

Event Oversight/Project Coordination: (Estimated at 10 hours per week)

- Coordinate a robust event program including the Small Business Saturday, Midtown Halloween Festival & Pooch Parade, Midtown Love Gala, Second Saturdays, and BID Events
- Process Event Support Requests from district businesses and communicate any necessary involvement or collaboration with program managers
- Maintain an inventory of printed materials including the Annual Report, Membership Application, Safety Guide, SBIA Directory and handle distribution



- Ensure all sponsor benefits are implemented

General Tasks:

- Support the programs and office by responding to phone and email inquiries in a timely and complete fashion and preparing for/attending meetings as relevant
- Other duties as assigned

Requirements for Application:

- Cover Letter
- Resume
- Three references
- Please send the requirements in an email to Darla@exploremidtown.org

