



Status: Full-Time | Location: Bellevue Downtown Association, 400 108th Ave NE, Suite 110, Bellevue, WA 98004
Application period closes on April 21, 2017

Marketing & Communications Coordinator – Job Opportunity

As marketing & communications coordinator, you help shape the story of Downtown Bellevue and drive the association's success in serving its members and the community at large. You provide essential support for marketing initiatives, including timelines for sponsorships, collateral, our quarterly *Bellevue Downtown* magazine, and event/program awareness. This work also puts you on the front lines of creating and managing clear and compelling content for members and downtown customers.

Your role further supports sponsorship sales and fundraising efforts, BDA member recruitment and engagement campaigns. As a BDA team member, you work well cross-functionally, collaboratively, and creatively, while identifying areas to integrate our brands into existing events and programs.

Essential duties

Marketing: Coordinate core elements of BDA/B Downtown marketing and communications initiatives. These efforts include: design, production and distribution of event and promotional materials and content; media partnerships and media relations; marketing research; and measurement. Assist the BDA team in the maintenance of web sites and social media efforts, as well as video and photography files. Manage subscriber email communication with database including distribution lists. Collaborate with marketing director to establish project plans, workflow and priorities that align with BDA goals.

Sponsorships: Support efforts to secure cash, media, and in-kind sponsorships for BDA events. These duties include: proposals, sales reports, invoice schedules, draft contracts, new business/lead research, vendor booth applications, event summary reports and recaps, sponsor compliance, and sponsor gifts.

Magazine: Provide key support for production of the quarterly *Bellevue Downtown* magazine, including layout input, content as needed, proofreading and editing, online integration, printing and distribution. Support director, marketing & partnership in advertising sales, with a focus on renewals and research.

BDA General: Support planning and execution of BDA member and community events. Provide staff support to BDA committees that focus on events or marketing efforts (creating and distributing agendas and minutes, recruiting members).

Minimum requirements:

- Two (2) years of relevant marketing and communication experience.
- Exceptional communication, organization and problem-solving skills.
- Outstanding project management skills, including the ability to produce, track and manage multiple deliverables with overlapping deadlines in a high-performing environment.
- Track record of problem solving and team collaboration.
- Detail-oriented and deadline-driven with ability to prioritize accordingly.
- Passion for articulate storytelling and creating original content to share on website, social media and magazine.
- Demonstrated experience planning and implementing social media strategies and using a broad array of engagement platforms, such as Facebook, Twitter, Instagram and other social media.
- Proficient in Microsoft office applications. Familiarity with Adobe Photoshop, Illustrator and InDesign desired.
- Excellent customer service skills. This role often interacts with sponsors, members, board of directors and the downtown community.
- Strong interest in the Bellevue community and Downtown Bellevue.

The BDA offers a competitive compensation and benefits package. Salary for the position will depend on the candidate's experience and is based on industry benchmarks for similar nonprofit roles.

To Apply

Please forward your cover letter and resume to: apryl@bellevuedowntown.org. Only those whose applications are being considered will be contacted. No phone calls please. The BDA is an equal employment opportunity employer.

Bellevue Downtown Association Established in 1974, the Bellevue Downtown Association is the convening nonprofit organization for downtown leadership, advocacy and marketing. Members represent the downtown community and fuel its growth with their energy, ideas and commitment. Our mission is strengthen the economic and cultural vitality of Downtown Bellevue. Home to 50,500 jobs and 12,000 residents, Downtown Bellevue is a vital economic engine for the region and a magnet for innovation, growing businesses and a talented workforce. The city center attracts millions of visitors each year as one of the West Coast's premier shopping and entertainment destinations.