



# Communications & Public Relations Coordinator

To apply, submit a Cover Letter & Resume to [victoria@cctexasdmd.com](mailto:victoria@cctexasdmd.com) by April 21, 2023.

**About the Downtown Management District:** The vision of Downtown Corpus Christi is to create the most vibrant downtown on the Gulf of Mexico by instituting a clean, safe, beautiful environment; creating a welcoming, well-designed, accessible waterfront; developing a robust, sustainable, desirable neighborhood; promoting remarkable, prismatic cultural experiences; and growing our team mentality and capacity to accomplish the vision.

**General Job Description:** Be part of the renaissance of Downtown Corpus Christi! We are looking for an energetic, organized and dynamic communications professional with initiative to advance our revitalization efforts. Working as part of our closely-knit team, this position proactively communicates in written and verbal form to bring awareness to our ongoing revitalization efforts. This position reports directly to the Executive Director and works closely with the Marketing and Events Manager.

<b>Job Functions (Daily Responsibilities):</b>	<b>Deliverables, Metrics and/or Benchmarks</b>
1) Traditional Communication Channels	<ul style="list-style-type: none"><li>• Process inbound requests for media stories, including scheduling interviews and preparing accurate, succinct talking points.</li><li>• Proactively prepare pitches for story development to maintain media market share with four stories per month, in proper APA formatted documents for official communication.</li><li>• Develop and implement internal and external communication plans for initiatives developing and enhancing quality of messaging and maintaining the DCC/DMD brand(s) throughout the organization; including but not limited to newsletters, media releases, reports, digital presence, and presentations.</li><li>• Develop, implement, and maintain public and media relations activities, including positive message development, crisis communications plan management, public affairs, industry relations, and visitor outreach.</li><li>• Plan, organize and execute press conferences and other speaking events.</li></ul>
2) Public & Community Relations	<ul style="list-style-type: none"><li>• Conduct Bi-Annual Perception Survey and other business surveys.</li><li>• Support colleagues with messaging and communication strategies for their programs including constituent relations, transportation and planning initiatives, membership programs, clean and safe operations, beautification, and placemaking/public space activation programs and events</li></ul>

	<ul style="list-style-type: none"> <li>• Represent Downtown Corpus Christi at membership events, community meetings, and/or functions as assigned.</li> <li>• Prepare presentation incorporating Annual Report accomplishments for spring luncheon and club meeting “road show” tour.</li> <li>• Coordinate volunteers and volunteer opportunities.</li> <li>• Coordinate team appearances and support for parades, marches, festival sponsorships and luncheons.</li> <li>• Expand recognition for stakeholders, businesses and volunteers to extend "team" mentality beyond the office.</li> <li>• Identify opportunities to showcase organizational accomplishments by submitting awards for various professional organizations and projects.</li> </ul>
3) Social Media	<ul style="list-style-type: none"> <li>• Monitor and respond to social media communication.</li> <li>• Prepare stories and posts that highlight organizational, economic development, placemaking accomplishments on Facebook, Instagram and LinkedIn.</li> <li>• Produce original content, uploading to YouTube quarterly, with an annual campaign and a video Annual Report.</li> </ul>
4) Website	<ul style="list-style-type: none"> <li>• Conduct monthly web inspections to keep information up to date, including development projects.</li> </ul>
5) Brand Management	<ul style="list-style-type: none"> <li>• Develop dynamic strategy for State of Downtown and subsequent Annual report “Road Show.”</li> <li>• Build relationships to help manage branding and create a positive image for DMD and DCC.</li> <li>• Identify opportunities to improve Diversity, Equity and Inclusion.</li> <li>• Develop brand awareness through wearables, corporate communication, and other similar platforms.</li> </ul>
6) Support Corporate Funding Development	<ul style="list-style-type: none"> <li>• Partner with corporations to establish coordinated communications strategy or sponsorships, utilizing guerilla marketing on professional platforms.</li> <li>• Ensure delivery of benefits and Recognition Packets</li> <li>• Identify and establish relationships with potential partners.</li> <li>• Maintain professional and clear line of communication with corporate and partnering entities.</li> </ul>

**Compensation & Benefits:**

- Salary Range \$40,000 to \$50,000 (Commensurate with Experience and Qualifications)
- Paid Health Benefits & Life Insurance after 30 Days & 401K Match at 1 Year Anniversary
- 8 Paid Holidays & 15 Paid Time Off Days
- Opportunity for paid Professional Development.

### Qualifications:

- Bachelor's Degree in Communications, Public Relations, Journalism, English or related field.
- Demonstrated 3 years' experience in this field.
- Established media relations and connections a must, with proven ability to interact with all levels of the community, to include elected officials, stakeholders, board members, and more

### Work Hours:

- Typically, 9 AM – 6 PM, Monday through Friday
- Some Weekend and additional hours required for events, including Thanksgiving Week for Christmas Tree Lighting, 4<sup>th</sup> of July and Monthly Art Walk
- Communication May Be Required on Evenings or Weekends
- Must have reliable transportation.

### Organizational Values

- Dependable: Has good attendance, is on time and is present and productive at work. Work consistently demonstrates an understanding of the vision and mission of the organization. Consistently completes an acceptable volume of work on time and reports on accomplishments. Seeks further assignments when workload permits. Completes reports on time and does not require reminders for reoccurring reports and meetings. Follows through and fulfills agreed upon commitments to others. Responds quickly to all requests. Is accountable for results.
- Optimistic: Keeps an upbeat, professional attitude even under challenging situations in order to keep perspective for the greater good. Maintains flexibility without losing momentum. Adapts to situations seamlessly. Speaks positively about self, team members, organization and community both internally and externally. Able to communicate directly in challenging situations and talk through conflict.
- Creative: Generates ideas and initiates action to seek information, solve problems or follow through with a task. Outside the box thinking. Not doing things "because this is how they've always been done." Identifies unique solutions for challenges versus waiting to be told what to do. Provides ideas for improving processes to increase productivity. Brings individual skillset to benefit the collective.
- Passionate: Self-starter. Cares greatly about community, businesses and organization. Celebrates the history and wants to be part of the evolution. Considers job a "calling" versus an obligation. Willing to be vulnerable to understand and connect with others. Goes above and beyond in the spirit of service.
- Collaborative: Willing to work with others, share information and offer aid when possible. Consistently looks for ways to help the team. Works with, not against each other. Treats customers (internal & external) with courtesy and respect. Identifies opportunities for

partnerships with other organizations and communities for the benefit of our vision & mission. Seeks best practices. Exhibits emotional intelligence towards others.

- Inclusive: Understands community needs, expectations, and our organization's requirements for public service. Communicates effectively verbally and in writing with team members and customers with widely different socio-economic and education levels. Willing to learn about and respect different abilities, personalities, preferences, beliefs and backgrounds.