



Downtown South is currently searching for a Marketing Coordinator for Downtown South. This part-time position reports directly to the Downtown South Executive Director.

Candidates who apply must be proficient in the following tasks, as well as be able and willing to perform them on a timely basis.

- Administrative membership management through use of membership software. Must be willing and able to learn new software. Must also be able to interface with members in-person, through emails, and on the phone.
- Social media updates through a number of different platforms. Must be able schedule updates and be familiar with Downtown South initiatives that need to be promoted.
- Work with committees to produce community events.
- Must be able to execute grass roots marketing efforts such as weekly e-blasts, some graphic design, research, etc.

Candidate must be a self-starter with a proactive point of view. Must be able to work with volunteers and members.

About Downtown South:

The Downtown South Neighborhood Improvement District (the “DSNID”) is a 770-acre area (see the Downtown South District Map attached hereto as Exhibit “A”). The DSNID consists of the 770 acre Local Government Neighborhood Improvement District (“the LGNID”), the Downtown South Main Street Program (the “DSMS”) area covering 550 acres, and Downtown South Neighborhood Improvement Taxing District containing 500 acres. DSMS has entered into a management agreement with the DSNID and responsible for the administration, financial management, and day-to-day activities of the DSNID in accordance with the Downtown South Neighborhood Plan. The core of Downtown South begins at the corner of Orange Avenue and Gore Street and extends to the corner of Orange Avenue and Michigan Street. See Exhibit A for map of district.

The Downtown South Main Street is a non-profit organization established in 2007 and is one of 9 Main Street programs initiated by the City of Orlando. With matching grant dollars from the City of Orlando, a group of volunteers created Downtown South Main Street to economically develop the district. Downtown South is a membership driven organization and accepts both business and residential members. Anyone living and/or doing business in the district is eligible for membership. Downtown South operates through membership dollars and support (financial, in-kind, and volunteer) from community partners.

Downtown South operates under the National Main Street principles and focuses on the areas of Organization, Design, Promotions, and Economic Vitality. See Exhibit B for descriptions on these principles.

Requirements and Experience

- Experience in both private and public development is desired.
- Bachelor’s degree in urban planning, marketing, public or business administration or similar relevant field of study
- Experience in project management is essential.
- Candidate must demonstrate excellent writing skills.
- Experience with Wordpress a plus
- Skill in the use of Microsoft Office and ability to learn new software.
- Ability to effectively meet all deadlines.

Exhibits:

- Exhibit A: Map of District
- Exhibit B: Main Street Principles/Committees

Please send cover letter by email to:

Jason Burton
Jason.Burton@cityoforlando.net
No Phone Calls please

Deadline to submit: October 2, 2015 at 4 pm.