



Central Atlanta Progress
Atlanta Downtown Improvement District

Central Atlanta Progress, Inc. (CAP) is a nonprofit corporation of Atlanta business leaders, property owners, and institutions working with each other and with government since 1941 to help build a better center city. It carries out research and planning and acts as a catalyst for a wide range of programs and projects for the betterment of Downtown Atlanta. The Atlanta Downtown Improvement District (ADID), founded in 1995 by CAP, is a public-private partnership that strives to create an attractive, safe and livable environment for Downtown.

CAP is seeking a fun, creative marketing professional who is ready to jump start their career while promoting Downtown Atlanta as THE place to live, work, and play, to join our team as a Marketing Coordinator. The successful applicant is polished, educated, innovative, and works well under the direction of the Marketing and Creative Director.

Marketing Coordinator

Job Summary:

The Marketing Coordinator supports the Marketing and Creative Director across a broad range of functions designed to raise the profile of Central Atlanta Progress (CAP), the Atlanta Downtown Improvement District (ADID) and Downtown Atlanta.

Reports To:

Marketing and Creative Director

Primary Role:

- Manage content of CAP's website and social media platforms in close collaboration with Marketing Director to ensure a unified and dynamic organizational image that communicates effectively across a range of key platforms
- Create and present social media and web analytics reports to measure the performance of social media posts and website visits
- Conduct and compile research
- Plan and coordinate outreach events and other activities
- Perform administrative functions that support CAP's marketing efforts, including maintaining organizational mailing lists, event lists, and program calendar, shared drive content, news and media clippings, and photo/image files

Qualifications:

- A Bachelor's Degree, preferably in marketing or a related field, plus 2 years applicable work experience is preferred. However, an alternative combination of education and work experience will be considered.
- Strong initiative with tasks
- Experience and interest in social media marketing and analytics
- Exceptional writing skills and the ability to write both strategically and creatively under tight deadlines
- Excellent time management and organizational skills
- Ability to multi-task
- Strong, effective communicator both verbal and written
- Ability to think creatively
- Must be proficient in Microsoft Office, CMS, and HTML, including some graphic design experience
- Must be familiar with the Adobe Creative Suite, AP Style Guidelines and Constant Contact



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Employment, including benefits, is provided through Central Atlanta Progress, Inc. CAP is an equal opportunity employer and will consider all qualified applicants for employment without regard to age, disability, religion, creed, political affiliation, race, color, sex, marital status, sexual orientation or national origin. CAP offers employees a competitive benefits package including health insurance, HSA or FSA, dental insurance, short and long term disability, life insurance, vision insurance, and a 401(k) savings program. The successful candidate will be required to pass a background screening. Some benefit premiums require employee participation.

This is an exempt position with a starting salary of \$30-32K.

Application Guidelines/Contact:

Interested applicants should e-mail their letter of interest, resume, and salary history to Dee Davis, Human Resources Manager at ddavis@atlantadowntown.com. Please include 3 professional references. Only those applicants deemed qualified will be contacted. No phone calls, please.

No phone calls or visits, please.

What We're Looking For

CAP's Marketing department is fast paced, ambitious, and tenacious – we're looking for a team player who will tackle their work with a sense of urgency, persistence, and vigor. If you share these qualities and are passionate about CAP's mission to champion a livable, vibrant and economically robust Downtown community; are meticulously organized; are an avid reader of the news; love writing and researching; have an interest in digital communications and social media; and are able to handle competing priorities, then we want to hear from you.