

# DOWNTOWN LEE'S SUMMIT MAIN STREET

**Job Title:** COMMUNICATIONS COORDINATOR  
**Supervisor:** Executive Director  
**Date:** March 18, 2015 **FLSA Status:** Non-Exempt

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## **Job Summary:**

The Communications Coordinator works with and provides assistance to the Executive Director, Assistant Director, and the Events & Promotions Director to support committees, volunteers, interns and other organizations regarding Downtown Lee's Summit Main Street (DLSMS) activities and events. Performs other duties as assigned by the Executive Director.

## **Job Scope:**

The Communications Coordinator helps coordinate communications and media relations efforts for the organization and provides support to events and promotions within the downtown revitalization program, which utilizes historic preservation as an integral foundation for downtown economic development. The Communications Coordinator helps supervise volunteers, interns and community service workers.

## **Essential Duties and Responsibilities:**

1. Coordinate and direct communications and media relations efforts for the organization, including, but not limited to, weekly stakeholder and customer updates, news releases, media requests and social media posts and photographs.
2. Regularly maintain business databases and investor databases.
3. Responsible for billing and accounting of investor and sponsor contributions.
4. Assist with all DLSMS events, activities and meetings, as assigned by the executive director.
5. Make media buys and oversee creation of marketing materials.
6. Evaluate potential new events and promotions
7. Assist in obtaining event sponsorships.
8. Maintain membership in and/or presence at partner organization activities, including, but not limited to, Lee's Summit Visitors Council, Lee's Summit Chamber of Commerce, Lee's Summit School District and Downtown Rotary.
9. Continue annual and quarterly training in the Main Street Four-Point Approach and other best practices as provided by the National Trust for Historic Preservation, the National Trust Main Street Center and other professional organizations.

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**The Essential Duties and Responsibilities list is intended only as illustrations of the various types of work that are to be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar or related to the position.**

### **Minimum Qualifications:**

1. Associate's degree and/or work experience in events, communications, marketing, tourism or related field.
2. Demonstrated experience in and knowledge of communications and media relations.
3. Proficient with Microsoft applications utilizing Word, Excel, QuickBooks and presentation applications.
4. Proficient with Adobe applications utilizing InDesign, PhotoShop and Illustrator applications.
5. Budgeting, accounting and strategic planning experience.
6. Combination of education and experience.

### **Physical Demands:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The physical activity of this position: The physical activity of this position:

- Fingering. Picking, pinching, typing or otherwise working, primarily with fingers rather than with the whole hand as in handling.
- Hearing. Perceiving the nature of sounds at normal speaking levels with or without correction. Ability to receive detailed information through oral communication and to make the discrimination in sound.
- Mental acuity. Ability to make rational decisions through sound logic and deductive processes.
- Repetitive motion. Substantial movements (motions) of the wrist, hands and/or fingers.
- Speaking. Expressing or exchanging ideas by means of the spoken word including those activities in which they must convey detailed or important spoken instructions to other workers accurately, loudly or quickly.

The physical requirements of this position:

- Primarily sedentary work. Exerting up to 30 pounds of force occasionally and/or negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects,

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including the human body. Sedentary work involves sitting most of the time with walking and standing required only occasionally. Ability to walk upstairs.

The visual acuity requirements including color, depth perception and field vision:

- The worker is required to have close visual acuity to perform an activity such as: preparing and analyzing data and figures; transcribing; viewing a computer terminal; and/or extensive reading.

### **Work Environment:**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The conditions the worker will be subject to in this position:

- The worker is subject to environmental conditions. Protection from weather conditions but not necessarily from internal temperature fluctuations.

*DLSMS Vision Statement: Downtown is the heart of Lee's Summit; a commercially vibrant, family destination. It is an urban village with a mixture of uses, including specialty shops and restaurants, compatible residential development and City Hall that makes an important civic statement. It is, and will remain a place of experience – people walking, music playing, events happening – a public environment.*