



Job Title: COMMUNICATIONS COORDINATOR
Supervisor: Executive Director
Date: June 12, 2017 Part-time/ 30 hours a week

About Downtown Lee's Summit Main Street, Inc.:

Downtown Lee's Summit Main Street, Inc. is a nationally-recognized and accredited 501c3 nonprofit organization dedicated to the revitalization of Downtown Lee's Summit. Founded in 1989, DLSMS implements the National Trust Main Street Center Four-Point Approach® to commercial district revitalization. DLSMS is a multiple state and national award-winner for excellence in downtown revitalization, including the 2010 Great American Main Street Award®, which the National Trust Main Street Center gives to only five communities across the nation every year. The mission of Downtown Lee's Summit Main Street is to promote, enhance, and preserve the heart of our city by cultivating a diverse mix of businesses, cultural and family-friendly events, unique housing options, and inclusive public spaces.

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. Plan, design, and execute all promotional materials including emails, print pieces, news releases, website updates (on a Wordpress-based site), blog posts, and social media.
2. Ability to manage multiple projects while upholding a high attention to detail and meeting project deadlines.
3. Assist with maintaining business and investor databases.
4. Assist with all DLSMS events, activities, and meetings including marketing, working and photographing the events (some evening and weekend hours required.)
5. Research and recommend the concept, design, and ordering of marketing materials.
6. Record all media coverage of events for follow-up reports to sponsors.
7. Accurately maintain and update records of sponsor files such as logos and proper usage on marketing materials.
8. Help recruit investors and sponsors for the organization.
9. Coordinate with the organization's Cultural Arts Committee to plan the Fourth Fridays Art Walk events and other arts-related activities.
10. Maintain membership in and/or presence at partner organization activities including, but not limited to, Lee's Summit Visitor's Council, Lee's Summit Chamber of Commerce, and Lee's Summit School District.
11. Maintain continuing education through the National and State Main Street programs and adhere to best practices laid out by the Main Street Four Point Approach, National Trust for Historic Preservation, National Trust Main Street Center and other professional organizations

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 communications, marketing, design, tourism or other related field.
2. Demonstrated experience in and knowledge of communications and media relations.
3. Proficient with Microsoft applications utilizing Word, Excel and presentation applications.

4. Proficient with Adobe Creative Suite, particularly InDesign and Illustrator.
5. 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:

- Finger Dexterity. 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, 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.