



Job Title: Creative Content & Design Coordinator
Supervisor: Executive Director
Date: July 9, 2017 Part-time/ 30 hours a week

Who We Are:

We're a small, close-knit staff that, with the support of our community, works hard to make our downtown a vibrant and inviting home for locally owned businesses. We're the cheerleaders and the support system for our downtown businesses. We host over 100 days of community events that help to draw hundreds of thousands of people each year to Downtown Lee's Summit. We rely on the support of volunteers donating thousands of hours of service each year to help make it all possible. No two days are ever the same and that's part of the excitement and the reward.

About DLSMS, Inc.:

Founded in 1989 by a group of visionary business and civic leaders to revitalize the heart of their community, 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. DLSMS implements the National Trust Main Street Center Four-Point Approach® to commercial district revitalization, a community-driven effort to create strong social cohesion and economic opportunity. DLSMS has won multiple state and national awards for excellence in downtown revitalization and management, including the 2010 Great American Main Street Award®. The National Trust Main Street Center presents this award to only five communities across the nation every year.

Purpose of Position:

The Creative Content and Design Coordinator works collaboratively with staff and volunteers to create high quality content that serves to raise awareness of Downtown Lee's Summit and supports our mission to promote, enhance, and preserve the heart of our city.

Who We Need:

We're looking for a creative person that loves a challenge. We need someone that can find fun in bouncing from designing an event poster to crafting content for social media that showcases the unique character of our downtown. We need someone that loves working with others and investigating new & innovative ways to promote downtown. The right person needs to be comfortable using InDesign, Illustrator & Photoshop, meeting new people, meeting deadlines and maintaining a flexible work schedule.

Key Tasks 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 Key Tasks 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 marketing, design, communications, tourism or other related field.
2. Demonstrated experience in and knowledge of graphic design, communications and media relations.
3. Proficient with Adobe Creative Suite, particularly InDesign and Illustrator, Microsoft applications utilizing Word, Excel and presentation applications.
4. Combination of education and experience