



## **Job Description Marketing & PR Coordinator**

The 712 Initiative is a 501(c)3 nonprofit aimed at improving the economic vitality in redevelopment areas through investments in built environment, activating public spaces and delivering programs that increase social engagement and healthy lifestyles.

Through effective partnerships and promotion of existing programs, this place-making agency develops innovative solutions to strengthen the city's downtown and West Broadway areas thus improving housing conditions, encouraging healthier lifestyle choices and making Council Bluffs a destination among residents and visitors.

The Marketing & PR Coordinator works closely with all members of the 712 staff and its three departments: Development, Quality of Life (events) and Neighborhoods. The Coordinator will work to support the organization's strategic plan, the various committee members, community partner organizations, volunteers and board members in fulfilling the organization's mission, delivering programming, and achieving sustainable growth through consistent and effective communication with all parties.

This is a full-time position that is expected to be a self-starter that directly reports to the CEO. The Marketing & PR Coordinator will be called on to oversee relationships with 712 followers, small gift donors, event and supply vendors. The Coordinator will also be responsible for reporting on deliverables to the Director, the CEO, The 712 Board, and other stakeholders.

### **Job Summary**

The Marketing & PR Coordinator is responsible for developing, planning, implementation, and oversight of all communication and marketing functions of The 712 Initiative. This position will be directly responsible for not only marketing the organization but individual community events, programs, and organizational gatherings that make Council Bluffs a dynamic healthy community where families and businesses choose to live, work and play. The Marketing & PR Coordinator works closely with all staff to ensure that the good work the 712 is delivering is reported and well documented. The position also requires that all program and event marketing is delivered on time, within budget, and at the desired level of quality. This individual cultivates positive long-term relationships with all stakeholders, especially committee members and sponsors, and seeks to consistently improve communication and effectiveness of marketing. The Coordinator is also responsible for providing support to other community organizations to help ensure their success, when requested by The 712 Initiative.

The Marketing & PR Coordinator reports to the CEO. Given the small size of the organization and the community, the Coordinator must be a self-started team player, willing to tackle “other duties as assigned” to ensure the overall success and sustainability of The 712 Initiative.

## **Essential Functions**

### **Annual Planning 15%**

1. Develop and manage annual marketing and communication plan for the 712 Initiative to ensure that:
  - The 712 Initiative has a multi-channel outreach plan that coordinates with our events and programs to maximize event participation
  - The 712 Initiative website and social media channels are kept up-to-date.
  - The 712 Initiative has on going strategic relationships with external media partners
  - Develop monthly and annual reports to measure impact of marketing and communication plan
  
2. Develop and manage annual social media plan for The 712 Initiative brand, programs, and organizational gatherings, such as (but not limited to):
  - Shamrock Shuffle 5K – March
  - Shoe Recycling Drive – April
  - Do Good Week Donor & Volunteer Campaign - April
  - Celebrate CB – Clean Sweep Events – May
  - CreekTop Gardens – May – September (included 2 volunteer days & children’s summer garden programming)
  - Farmers Market Council Bluffs – Bayliss Park – May – October
  - Electronics Recycling Drive – PR only – October
  - BIKETober/BLOCKtober – October
  - Winterfest Makers Village - November
  - Adopt a Street Program – Ongoing
  - Neighborhood Movie Nights (3/4)– Summer/Fall
  - Building a Better Bluffs – Quarterly DIY series in conjunction with Neighborhood Coordinator & Habitat for Humanity Council Bluffs partner
  - Block Party Trailer – May – October
  - Backyard Movie Night – May - October
  - Rock the Block Tool Trailer – year round
  - Downtown Large Redevelopment announcements & promotion – as needed
  - Housing Revitalization Program announcements & promotion – as needed
  - Downtown Revitalization Fund Promotion – as needed (on hold 2021)
  - City ‘UN’ Campaign – on going
  - End of Year Annual Appeal – Oct/Nov
  - ‘Friends of the 712’ – on going

The annual plan should increase event awareness, excitement and engagement from the target audiences in the community.

3. Develop and distribute organization's semiannual and annual reports to community financial partners.

### **Marketing 30%**

1. Email Marketing
  - Identify target audiences for 712 Initiative events and programs
  - Develop and grow relevant email lists according to event goals
  - Create branded email templates with programs such as Constant Contact
  - Ability to write creative copy with strong calls to action
  - Report on campaign success metrics determined by the CEO or Director of Programming and Events
2. Social Media Marketing
  - Develop engaging content across multiple platforms including Facebook, Twitter, Instagram, and LinkedIn
  - Maintain a unified brand voice
  - Create user generated branding opportunities (Filters, Facebook frames, hash tags, photo booths, etc.)
  - Keep all accounts active and respond promptly to inquiries within 24 hrs
  - Attend and actively post to accounts during all 712 Initiative events
3. Storytelling
  - Create and manage fresh, compelling content, blogs, and other means to improve brand with the community and donors on impact the organization is making on the Council Bluffs community.
4. Evaluate and determine strategic distribution of marketing materials such as:
  - Brochures / Handouts
  - Posters
  - Event Signage
  - Branded Giveaways/ Apparel

### **Communications / Public Relations 35%**

1. Build and maintain positive relationships with personnel from the various media organizations such as local newspapers, TV stations, radio stations, etc.
2. Write and release timely communications such as press releases and editorial content to increase exposure and tell compelling stories about 712 Initiative events and programs
3. Act as the primary communications and media contact at all 712 Initiative events and project
4. Develop and maintain positive relationships with PR and marketing representatives from other community organizations to identify cross-promotional opportunities
5. Submit 712 Initiative event information to relevant community calendars and websites

### **Graphic Design 10%**

1. Proficient with programs such as Photoshop, iMovie, Illustrator, etc.
2. Develop 'on brand' event and program-related materials such as:
  - a. Brochures / Handouts
  - b. Posters
  - c. Event Signage
  - d. Branded Giveaways/ Apparel
3. Concept and execution of branding for current and future events and programs

### **General 712 Initiative Programming Support 5%**

1. Within budget, enhance The 712 Initiative visibility with such social media sites as Facebook, Twitter, LinkedIn, and others; shares event calendar on 712 and Convention and Visitor's Bureau website, [www.unleashcb.com](http://www.unleashcb.com) .
2. Attends other organizations meetings to stay informed on events and happenings in community as assigned.

### **Administration 5%**

1. Regularly meets target dates for deliverables by establishing correct priorities, developing a suitable work plan, and then managing work time accordingly
2. Prepares weekly update communication to CEO of activities, progress and needs
3. Prepares monthly reports of marketing deliverables for the board
4. Regularly coordinates and communicates activities with other 712 Initiative team and community members
5. Develop, manage and data input for holiday annual appeal & 'Do Good Week' donation asks.

### **Non-Essential Functions**

1. This position may occasionally require travel for meetings or conferences. Some reaching, lifting, and carrying may be required when setting up for events.

### **Discipline Knowledge Required**

1. The Marketing & PR Coordinator is preferred to have 1 to 3 years' experience planning and executing marketing strategy. 4-year degree is required.
2. Individuals in this position must have demonstrated success in:
  - Communication (listening, writing, and speaking)
  - Building and executing marketing/ communication strategy
  - Developing, implementing, and monitoring goals, objectives, and action plans
  - Using Microsoft Office (i.e., Word, Excel, PowerPoint), Constant Contact (or similar program), Adobe Suite, Word Press knowledge is a plus.

3. Individuals in this position must be:
  - Highly motivated and self-directed in achieving participant satisfaction and revenue goals associated with each individual event
  - Able to multi-task, meet tight deadlines, and maintain composure under pressure in a fast paced environment
  - Committed to maintaining a professional appearance and demeanor at all times
  - Creative in crafting solutions that maximize communication quality and quantity while minimizing costs
  - Willing and able to handle a broad spectrum of day-to-day work duties as related to operations of the organization
  - Willing and able to work evenings and occasional weekends as required for The 712 Initiative events
  
4. Ideally an individual in this position is:
  - familiar with the Council Bluffs businesses and community
  - well organized and detail oriented
  - able to self-manage projects, tasks, and deadlines

### **Additional Skills Required**

Individuals in this position must possess high levels of the following:

**Self-Management skills.** Must be able to manage own time and priorities to ensure that deliverables are completed on time, within budget, achieving the desired scope, and at the required level of quality.

**Process skills.** Must be detail-oriented. Must be committed to providing prompt responses to inquiries and requests, and to being relentless in following up until tasks are complete

**Thinking skills.** Must be able to demonstrate success in solving problems, managing multiple priorities, escalating issues appropriately, making decisions, and developing creative approaches to intractable issues.

**Interpersonal skills.** Must be able to listen actively, synthesize ideas, and obtain cooperation from others in transforming those ideas into action. Must be skilled at communicating orally and in writing, with emphasis on ability to present ideas clearly and concisely. Must be adept at maintaining effective working relationships with a wide variety of individuals at all levels in different professions.

**Professional skills.** Must exhibit maturity and professionalism in personal behavior when officially representing The 712 Initiative and even when off duty.

**Psychological skills.** Must balance focus with flexibility, enthusiasm with patience. Must be willing to take ownership and initiative. A positive, partnership perspective is essential, as is a high tolerance for ambiguity.

*The above statements are intended to describe the general nature and level of the work being performed. This is not an exhaustive list of all duties and responsibilities associated with it. The 712 Initiative reserves the right to amend and change responsibilities to meet business and organizational needs.*

Compensation: Compensation will be based on experience and salary history in the range of \$35,500 - \$45,000 annually, medical, dental, and 401k. Although a salary position, comp time will be offered for after hour and weekend labor associated with the position.

The Position will remain open until filled.

To apply send cover letter and resume to:

Sheryl Garst, CEO  
The 712 Initiative  
[sgarst@the712initiative.org](mailto:sgarst@the712initiative.org)

Physical Address:  
The 712 Initiative  
1228 S. Main St.  
Council Bluffs, IA 51503  
712-396-2464