



## Job Opening: Content Specialist

Department: Marketing + Events  
Category: Full Time Employee / Non-Exempt  
Reports To: Chief Marketing Officer

### Position Description:

The Content Specialist executes a number of print and digital content deliverables that contribute to the marketing and events department's overall promotion of the Downtown Phoenix neighborhood, Downtown Phoenix, Inc., and its affiliate organizations. The Content Specialist also assists with the organization's social media strategy, creating digital content for [dtphx.org](http://dtphx.org), visitor resources, support materials for events, graphic design and documenting the Downtown experience through photos/videos.

### Job Duties:

- Assist Director of Marketing with management of web content on [dtphx.org](http://dtphx.org)
- Assist Director of Marketing on visitor resources like the Downtown Directory
- Assist Social Media Editor with execution of organization's social media strategy
- Develop editorial blog content about Downtown Phoenix including business profiles, event previews, development updates and all things impacting our evolving Downtown
- Assist with promotion, execution and documentation of Downtown Phoenix Inc. events and programs
- Develop new ideas to promote Downtown Phoenix and engage both our existing community and gain new followers
- Attend Downtown events and interact with the community as a representative of the organization.
- Other duties as assigned

### Qualifications:

- Degree in Journalism, English or Marketing preferred
- Excellent verbal and written communication skills
- Photography skills
- Graphic design skills (Adobe Creative Suite)
- Familiarity with Microsoft 365 and WordPress
- Proficient in AP Style and copy editing
- Experience using/managing a variety of social media, e-communication platforms (Instagram, Facebook, Twitter, TikTok, Hootsuite, LinkedIn, Emma, YouTube, etc.)

### Desired Professional/Personal Characteristics:

Highly knowledgeable about Downtown Phoenix – including its history – and possessing a genuine passion for our rapidly evolving neighborhood.

### How to apply:

Please submit resume and cover letter in one document to Jane Hart [jhart@dtphx.org](mailto:jhart@dtphx.org) with Content Specialist in the subject line.