



Marketing & Communications Coordinator

Position Summary

The Hemisfair Park Area Redevelopment Corporation is seeking a Marketing & Communications Coordinator to support the marketing, communications, branding, and stakeholder engagement efforts that strengthen the Hemisfair brand and identity.

Key Responsibilities

Marketing, Communications & Branding

- Help create press releases, news and website blog posts, media pitches and newsletters to support a wide range of communications initiatives to inform the media, key stakeholders, and other target audiences about current Hemisfair news, events, and thought leadership
- Design graphics, presentations, and marketing collateral to support internal and external communications, including for meetings, branding initiatives, marketing campaigns, tenant and constituent relations, and other outreach efforts
- Assist with administrative duties in the Marketing and Communications Department, including creating and maintaining email databases, monitoring team email inboxes, and fielding questions and handling collateral with external event partners
- Provide backup social media and on-site coverage for events and programs as needed

Analytics

- Assess analytics from various tools and programs such as Meltwater, Google Analytics, PlacerAI, and beyond to monitor marketing campaigns, and provide data and guidance on internal and external KPIs
- Create and update monthly reports, dashboards, and toolkits with KPIs

Community & Tenant Engagement Support

- Support tenant marketing communication efforts, ensuring tenants are informed of upcoming events, promotions, and marketing opportunities
- Assist with cross-promotional campaigns to highlight tenant businesses and drive KPIs
- Participate in community outreach, representing Hemisfair at events and meetings, distributing materials, and supporting community engagement at all levels to ensure a positive experience



Team Collaboration & Reporting

- Work closely with the Director of Marketing & Communications and Marketing & Communications Manager to ensure messaging and branding align across all marketing and outreach efforts
- Track and share updates on marketing, communications, and stakeholder efforts to inform departmental reporting and strategy

Qualifications

- Bachelor's degree in communications, marketing, or journalism preferred
- At least 2-5 years' experience in marketing, communications, or community outreach (nonprofit, public parks, or complex organization background preferred)
- Self-starter with a proactive project management approach, ability to take the initiative and work independently while contributing to a collaborative team
- Savvy in writing original content, researching and editing for different audiences
- Basic to intermediate graphic design skills (Canva, Adobe Creative Suite, or similar) as well as content management system experience for website updates
- Basic photography, video, and content capture skills to support social media coverage
- Experience in analytics and using that data and research to create actionable insights
- Strong relationship-building and customer service mindset; experience working with businesses or community organizations is a plus
- Comfortable engaging with the public at events and representing Hemisfair
- Organized, detail-oriented, and able to manage multiple projects at once in a fast-paced environment
- Outstanding communication and interpersonal skills with an ability to follow oral and written instructions with a proficiency in Microsoft Office programs (Outlook, Word, Excel, and PowerPoint)
- Comfortable working outdoors during events and community programs and able to perform light physical tasks (e.g., carrying materials, setting up displays)

Benefits/Compensation

A competitive salary of \$50,000 will be offered for this position based on the successful candidate's education, skills, and experience. The position also offers an attractive benefits package and an excellent working environment with enthusiastic colleagues in a restored downtown historic building.

To apply, submit a resume, cover letter, and any past work samples to info@hemisfair.org. This job posting is open through Tuesday, July 21, or until the role is filled.