



| |
|---|
| <p style="text-align: center;">Digital Communications Coordinator Job Description</p> |
|---|

TITLE: Digital Communications Coordinator
FLSA: Exempt, Full-Time

I. POSITION SUMMARY:

Waterloo Greenway is a 1.5-mile urban park system supported by a public-private partnership between the City of Austin and Waterloo Greenway Conservancy (WGC). Once complete, the 35 acres of connected green space will be home to an array of natural and cultural destinations. The park system is being planned, designed, and built in three phases of geographic milestones. Phase 1 opened in August of 2021 and includes Waterloo Park and the Moody Amphitheater. Phase 2 construction broke ground in 2023 and Phase 3 is in the planning and design process.

The Digital Communications Coordinator is responsible for managing Waterloo Greenway Conservancy's communications platforms and ensuring consistency in messaging across a variety of media platforms owned by the Conservancy and Moody Amphitheater at Waterloo Park. The Digital Communications Coordinator will create compelling content for social media channels, website, and external email communications that engages and authentically connects with broad and diverse audiences. This person will also assist PR & media relations efforts and support major announcements and communication strategies for both Waterloo Greenway and Moody Amphitheater.

The Digital Communications Coordinator will work across all departments to develop marketing and outreach materials as well as provide communications support for Moody Amphitheater at Waterloo Park. This person must maintain consistency in the organizations and venue's messaging and visual identity across various platforms and ensure that staff have the tools to do the same. The communications coordinator will also provide operations support on event/concert days at Waterloo Park. The ideal candidate will have experience in venue marketing coordination. The Digital Communications Coordinator reports to the Marketing & Communications Manager.





II. ESSENTIAL FUNCTIONS:

Develop external communications that align with the organization's key strategic objectives.

- Manage the Waterloo Greenway/Moody Amphitheater, both internally and externally, across all platforms.
- Create engaging content for various communications platforms, including email newsletters and blasts; fundraising campaigns and solicitation materials; event announcements, invitations, programs, and signage; outreach materials about the project; and print/digital advertisements.
- Monitor and respond to guest feedback in order to maintain community goodwill and identify opportunities for operational improvement.

Manage social media for Waterloo Greenway and Moody Amphitheater.

- Develop, own, and manage the distinctive brand voices for Waterloo Greenway and Moody Amphitheater across all digital and social media platforms on an ongoing, daily basis.
- Capture and edit engaging content at events, including photo and video, to share on social platforms and with key stakeholders.
- Capture content at Waterloo Greenway destinations, including Waterloo Park and other phases under construction, in order to showcase and promote the capital project on digital channels.
- Monitor social media channels on a daily basis and engage in real-time audience interactions, including during event announcements, on event days, etc.
- Write engaging short-form messaging to accompany photo/video posts across all social media channels.
- Manage and execute scheduling of daily organic social media content to support events, venue, guest services, promotional activity, and premium sales goals, etc.
- Manage paid social media advertisements.
- Provide analysis of all venue digital platforms and tracking methods, including tracking and reporting regularly on growth.
- Stay up-to-date with social media trends and strategies, and identify opportunities for brands to engage in timely cultural moments.

Manage email communications for Waterloo Greenway and Moody Amphitheater.

- Develop and execute email marketing campaigns aligned with organizational goals.



waterloo greenway

- Build and maintain email templates for a variety of communications to Waterloo Greenway and Moody Amphitheater audiences.
- Segment email lists for targeted campaigns and communications.
- Manage email newsletter schedule & design.
- Collaborate with Communications Coordinator on content/copy needs.
- Monitor campaign performance and generate reports on metrics like open rates, click-through rates, and conversions.
- Conduct A/B tests and other information-gathering methods for optimization.
- Work with other teams to align campaigns with broader initiatives.

Maintain and update organization's websites, waterloogreenway.org and support moodyamphitheater.com.

- Responsible for website updates and maintenance on web hosting services (WordPress and Webflow).
- Create web pages to support events, project updates, and fundraising initiatives.
- Launch new website functionality.

Manage brand photo identity and photo archive.

- Manage digital photo/video archive for WG and Moody Amphitheater.
- Organize and catalog digital photos/videos to ensure easy retrieval and accessibility.
- Enforce policies for image usage and compliance.
- Work closely with photographers with onsite coordination at events, shot lists, editing support, and post-event process.
- Assist with internal photo requests for a variety of purposes.

Other departmental responsibilities.

- Serve as on-site marketing department representative for designated events (e.g. duties may include media escorting, sponsor and/or promotional partner implementation, media partner implementation, content capture, etc.).
- Assist with concert-related duties such as online fan/guest/donor support and media inquiries/credentials.
- Collect analytics and metrics to evaluate and drive communications initiatives.
- Stay informed on new marketing applications and communications tools.
- Other tasks as needed.

III. CORE COMPETENCIES

- Decision Quality
- Resourcefulness





- Ensures Accountability
- Collaborates
- Communicates Effectively
- Instills Trust
- Nimble Learning

V. PHYSICAL DEMANDS AND WORK ENVIRONMENT:

- Computer work and sitting for long periods of time
- Programming and event set-up and support
- Support at evening and weekend events
- Day-of-show support at Live Nation/C3 Concerts
- Day-of-show photography/videography
- Manage social media on event days

VI. EDUCATION AND EXPERIENCE:

Minimum qualifications

- Bachelor's degree in Communications, Marketing, Public Relations, or related field
- 3-4 years of communications, social media, and marketing experience
- Prior experience managing organizational social media channels
- Proficiency in Adobe Creative Suite with a strong design sensibility
- Knowledge of basic HTML, Wordpress, and Webflow
- Knowledge of Mailchimp and/or other email marketing platforms
- Knowledge of Sprout Social or other social media scheduling platforms

Preferred qualifications

- Photography and/or videography experience.
- Experience using Photoshop and other Adobe Creative Software.
- Experience in a non-profit setting.

VII. KNOWLEDGE, SKILLS AND ABILITIES:

- Excellent writer with a strong command of English grammar.
- Excellent verbal and interpersonal communication skills.
- Possess a strong understanding of cross-cultural communication and strive for cultural proficiency in all communications.
- Mission-driven with a desire to add value and grow with the organization.
- Ability to manage multiple priorities in a fast-paced and deadline-oriented environment.
- Ability to self-direct work and follow through without being prompted.





- Highly responsive to internal and external requests.
- Commitment to the values of equity and inclusivity.
- Fiscally responsible and uses reasoned judgment.

I. ORGANIZATIONAL RELATIONSHIPS:

- Reports to: Marketing & Communications Manager
- Supervises (if any): N/A
- Supports: All departments and Board of Directors
- Peer collaboration/communicates with (internal, external): Conservancy Staff, City of Austin staff, consultants, designers, photographers, writers, printers, etc.

II. COMPENSATION:

Competitive compensation between \$50,000 - \$60,000. Generous PTO, vacation, and sick-leave policy. IRA with organizational match.

III. TO APPLY:

Qualified applicants are invited to submit a resume, cover letter, and contact information for at least three professional reference via email to jobs@waterloogreenway.org.

Applicants for employment in the U.S. must possess work authorization which does not require sponsorship by the employer for a visa.

EQUAL EMPLOYMENT OPPORTUNITY

Waterloo Greenway strongly supports equal employment opportunity for all applicants regardless of race, color, religion, sex, gender identity, pregnancy, national origin, ancestry, citizenship, age, marital status, physical disability, mental disability, medical condition, sexual orientation, genetic information, or any other characteristic protected by state or federal law.

HIRING PRACTICES

The preceding job description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees assigned to this job.

