

POSITION DESCRIPTION

PURPOSE

The DowntownDC Business Improvement District (BID) is seeking an innovative and experienced marketing and communications professional to lead a creative team in the areas of marketing and branding, communications and PR, events, partnership and sponsorship and digital media.

RESPONSIBILITIES

The Director of Marketing & Communications' job duties include, but are not limited to, the following:

- Provide leadership and management of creative efforts for the organization, including branding, marketing and communications
- Develop and implement marketing campaigns to support BID initiatives and events as well as the organization's overall mission to make DowntownDC a world-class destination
- Manage a team of dynamic individuals and contracts and manage and balance a budget to support your department's initiatives and activities
- Serve as spokesperson for the BID and the point of contact for all media
- Assist the BID in further engaging and supporting stakeholders in new, innovative ways and increase our audience
- Direct team managing, running and marketing in-house events including four recurring outdoor summer programming series, signature events such as the Momentum Awards and the State of Downtown forum and coordinate and manage additional programming and related promotion
- Solicit and secure monetary and in-kind partnerships and sponsorships
- Direct all design choices related branding, web design, graphics, digital media, advertising and publications and work to maintain brand consistency across all program areas
- Lead the delivery of all creative assets including annual publications the State of Downtown Report and Annual Report
- Maintain metrics and data for events, social media, website, newsletters and other activities to establish baselines for success and provide regular updates to senior staff
- Direct and contribute to all external public communications including social media, website content, email communications including the Pulse newsletter and email alerts, scripts
- Contribute innovative, creative placemaking, event, marketing and other ideas across all program areas

REPORTING RELATIONSHIP

The Director of Marketing and Communications will report to the President and CEO.

QUALIFICATIONS

- Bachelor's degree in Communications, Marketing, Journalism and/or Public Relations required. Graduate degree in a related field is desirable
- 5-10 years experience in marketing, communications or public relations with demonstrated success, preferably in the non-profit sector
- Awareness of and proficiency with communications technologies
- Experience in stakeholder/community engagement
- Demonstrated record of creativity and innovation
- Strong work ethic
- Proficient writing skills
- Experience thriving in a high-paced, results-oriented environment
- Experience with developing and managing digital assets
- Demonstrated marketing and communications success
- Strong leadership qualities
- Ability to multi-task and remain flexible
- Proven team player
- Record of accomplishment related to anticipating conflicts and challenges and resolving them
- Positive and professional attitude
- Demonstrates initiative
- Experience leading events, design projects, publications a plus
- MS Office Suite, Salesforce, Mailchimp, Adobe Creative Suite experience a plus

To Apply

Interested candidates should submit their resume and cover letter to HR Manager Parker Roach at parker@downtowndc.org.

The DowntownDC BID offers competitive salaries, excellent benefits, and a convenient location near the Metro Center and McPherson Square Metrorail stations. The Downtown Business Improvement District is an Equal Opportunity Employer.