



Job Description

Job Title: Vice President, Marketing & Communication

Supervisor: Chief Operating Officer

FLSA Status: Exempt

Summary

The Downtown Austin Alliance is seeking an innovative and experienced marketing and communication professional to build upon our 26-year history and take our marketing, communication and research efforts to the next level. Equipped with a new 5-year strategic plan, our community's Downtown Austin Vision, a brand strategy and a commitment to drive positive change in downtown Austin, the Downtown Alliance is in search of a dynamic and seasoned expert to develop and advance the organization's overall communication, research- and policy-based messaging, marketing and branding activity. This position will lead a creative team of six communication and research professionals, develop and manage an annual budget in excess of \$1.6 million and increase the visibility of the organization's mission, vision, and goals. This position will lead the organization's brand development for our family of brands and work with executive and strategy teams to enhance internal and external communication. Collaborates with a staff of passionate downtown experts to make strategic decisions, allocate resources and achieve desired outcomes.

Essential Duties and Responsibilities include the following. Other duties may be assigned.

- Leads the brand development, strategy and implementation to support the family of brands—Downtown Austin Alliance, Downtown Austin Alliance Foundation, and Republic Square. Works with the newly-created Downtown Austin Alliance Foundation to build its visibility in the community and creates additional methods for each entity to support the others.
- Develops and implements a marketing and communication plan to support the Alliance's programs, initiatives and events.
- Oversees public relations activities of the organization. Manages contract with a full-service PR firm, coach spokespeople, and develops messaging on a variety of complex issues and projects.

- Provides strategic direction for the delivery of all creative assets, including annual publications, research reports, newsletters, website content, social media channels, presentations and other collateral materials.
- Directs communication team and allocates staff time to support priority projects, programs, and publications, as part of annual planning and as required throughout the year.
- Works closely with the Foundation to advise and support the development of marketing and collateral materials, strategic partnerships and fundraising activities and fulfillment.
- Leads the development of advocacy messaging, talking points, policy briefs and/or letters on issues under consideration at various levels of government, in collaboration with colleagues.
- Leads strategy to increase reach of the organization via contact and relationship database and other leading strategies.
- Develops annual research agenda, building a body of work that ensures the Alliance is the recognized resource for economic and place indicators, data, metrics and visuals that tell the story of the value and vitality of downtown.
- Oversees scope, design and timing of research projects to maximize the research team's effectiveness.
- Directs research team and allocates staff time to support priority projects, programs, and publications, during development of annual research agenda and as required throughout the year.
- Assists with other duties, as assigned.

Skills and Experience

- Proven experience successfully managing cross-functional teams and projects
- Experience in the development and successful implementation of strategic marketing and communication strategies
- Experience in fiscal management and the development of annual budgets
- Experience thriving in high-paced, results-oriented environment
- Demonstrated record of creativity and innovation
- Strong leadership qualities
- Record of accomplishment related to anticipating and resolving conflicts and challenges
- Strategic mindset
- Strong interpersonal communications skills
- Proficient writing skills
- Consultant engagement and contract management
- Experience in media relations
- Experience in managing digital assets and communication technologies

Desired Qualifications

- Proven success in an established civic-minded or advocacy-oriented organization
- Established relationships in Austin civic community
- Experience in stakeholder/community engagement
- Interest and/or experience in urban issues
- Familiarity with economic development and community issues, local government structure and civic agency operations, and advocacy processes
- Proficiency in WordPress, Adobe Creative Suite, Neon CRM, Mailchimp, Slack

Supervisory Responsibilities

Directly supervises six employees. Carries out supervisory responsibilities in accordance with the organization's policies and applicable laws. Responsibilities include interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.

Competencies

To perform the job successfully, an individual should demonstrate the following competencies:

Project Management - Develops project plans; coordinates projects; communicates changes and progress; completes projects on time and budget; manages project team activities.

Communications - Expresses ideas and thoughts verbally; expresses ideas and thoughts in written form; exhibits good listening and comprehension; keeps others adequately informed; selects and uses appropriate communication methods.

Leadership - Exhibits confidence in self and others; inspires and motivates others to perform well; effectively influences actions and opinions of others; accepts feedback from others; gives appropriate recognition to others.

Business Acumen - Understands business implications of decisions; displays orientation to profitability; demonstrates knowledge of market and competition; aligns work with strategic goals.

Strategic Thinking - Develops strategies to achieve organizational goals; understands organization's strengths & weaknesses; analyzes market and competition; identifies external threats and opportunities; adapts strategy to changing conditions.

Adaptability - Adapts to changes in the work environment; manages competing demands; changes approach or method to best fit the situation; able to deal with frequent change, delays, or unexpected events.

Dependability - Follows instructions, responds to management direction; takes responsibility for own actions; keeps commitments; commits to long hours of work when necessary to reach goals; completes tasks on time or notifies appropriate person with an alternate plan.

Planning/Organizing - Prioritizes and plans work activities; uses time efficiently; plans for additional resources; sets goals and objectives; develops realistic action plans.

Problem Solving - Identifies and resolves problems in a timely manner; gathers and analyzes information skillfully; develops alternative solutions; works well in group problem solving situations; uses reason even when dealing with emotional topics.

Qualifications To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and/or Experience

Bachelor's degree in marketing, communications, public relations or another related field; and 10+ years of experience with a minimum of 5 years in a supervisory role in marketing, communications or public relations.

Language Skills

Ability to read, analyze, and interpret common scientific and technical journals, financial reports, and legal documents. Ability to respond to common inquiries or complaints from customers, regulatory agencies, or members of the business community. Ability to effectively present information to top management, public groups, and/or boards of directors.

Mathematical Skills

Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, and percentages. Ability to apply concepts of basic algebra and geometry.

Reasoning Ability

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

Computer Skills

Proficiency in WordPress, Adobe Creative Suite, Neon CRM, Mailchimp, and Slack.

Physical Demands The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this Job, the employee is regularly required to talk or hear. The employee is frequently required to stand; walk and sit. The employee is occasionally required to use hands to finger, handle, or feel; reach with hands and arms; climb or balance and stoop, kneel, crouch, or crawl. The employee must occasionally lift and/or move up to 50 pounds.

Work Environment The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate.

The above job description is not intended to be an all-inclusive list of duties and standards of the position. Incumbents will follow any other instructions, and perform any other related duties, as assigned by their supervisor.

Employee Signature

Date

Supervisor Signature

Date