

COMMUNICATIONS MANAGER

Reports to:

DVI Vice President of Marketing

Roles & Responsibilities:

The Communications Manager is integral to our mission to promote Downtown Jacksonville as an exciting place to live, work, visit and invest. This position curates Downtown Vision's online presence, provides graphic design and print production support. The manager is expected to stay up-to-date with the latest communications trends and track analytics to benchmark success. This position provides research assistance, acts as merchant liaison and manages the intern program. This position requires both creative communication skills and detail-oriented data management skills.

Specific responsibilities of this position are as follows:

- Maintain the marketing department's editorial calendar and curate all online communications.
- Support the VP of Marketing with website redesign and launch.
- Manage Downtown Vision's websites. Track and update information on the site including the business directory and events calendar. Work with designers and developers to improve usability, and maintain and update functionality.
- Curate content for @DTJax on Facebook, Twitter and Instagram and for the blog (blogdtjax.com).
- Develop and publish the #DTJax Weekly e-newsletter, Downtown Information & Safety Network (DISN) e-blasts, and promotion e-blasts. Maintain and grow email databases.
- Track and report on online analytics and implement strategies to grow traffic to all online channels.
- Work with our Events Manager to create and execute promotional plans for Downtown Vision events.
- Assist with gathering, analyzing and presenting Downtown research. Manage survey efforts for residents, employees and visitors.
- Track and maintain online databases and inventories covering development projects, existing and available retail space, parking and more.
- Provide design support and manage print production.
- Take photos and post to social media in real time at our and other important events. Manage photography database.
- Support the marketing team as needed, including at events and on special projects.

- Manage the intern program, recruit interns and act as direct supervisor.
- Manage placement and distribution of collateral.

Qualifications Required:

- Professional and friendly with excellent verbal and written communication skills;
- Able to think critically, handle multiple projects simultaneously, and meet performance deadlines in a sometimes fast-paced environment;
- Energetic and creative with a strong team spirit;
- Regular, predictive attendance in the office;
- Must be willing to work a flexible schedule, attending & working all Downtown Vision events;
- Working knowledge of Microsoft Office suite;
- Google Drive, Wordpress and Adobe Creative Suite, and the ability to quickly learn new web-based software;
- Working knowledge in data collection practices and methodologies;
- Performance metric development, tracking, and evaluation;
- Bachelor's degree, preferably in Communications, Marketing or like field; and
- This position requires moderate physical demands, including lifting over 10 lbs and standing / walking for extended periods during events.

Preferred:

- 1-2 years experience in event planning, marketing and communications and/or fundraising;
- Knowledge of photography and/or drone operation; and
- Knowledge and love of Downtown Jacksonville.

Compensation commensurate with experience and education.

Qualified candidates should email a PDF cover letter and resume to katherine@dtjax.org by September 20, 2019. No phone calls, please. Downtown Vision, Inc. is an equal opportunity employer.