



## International Downtown Association

JOB TITLE: Marketing & Communications Manager  
LOCATION: Washington, DC  
REPORTS TO: Director of Membership & Marketing  
POSITION STATUS: Full-Time Exempt  
PREPARED BY: Allison Shashok  
APPROVED BY: David Downey  
DATE OF REVISION: 10/9/2019

---

The International Downtown Association is seeking a qualified marketing and communications professional with experience in the areas of marketing and branding, communications and PR, events, sponsorship and digital media.

### BASIC FUNCTION SUMMARY:

The Marketing & Communications Manager will plan and implement the organization's marketing initiatives, member communications, and public relations activities, as well as help to build and manage the organization's brand in order to raise awareness of the industry.

The manager will fulfill communications, marketing and information services functions within the organization including: coordinating the *Inspired by IDA* e-newsletter, manage and update the IDA website and social media channels, promote the online virtual community (IDEA Connection), oversee program marketing, lead limited public relations and conduct other duties as assigned.

### ESSENTIAL DUTIES & RESPONSIBILITIES:

- Uphold and manage overall brand and build long term brand equity.
- Implement marketing programs for association events, membership, sponsorship, research and other priorities around the globe.
- Maintain, update and advance online content and overall value of IDA's web assets; and provide management for integrated digital asset strategies.
- Responsible for editorial planning, coordination, and distribution of weekly newsletters.
- Plan, activate and grow engaging social media channels, and report on metrics.
- Coordinate the design, production and distribution of marketing materials and publications.
- Manage media relations to raise awareness of the industry and its professionals.
- Respond to member information requests.

- All other duties as assigned.

#### QUALIFICATIONS:

- Knowledge of marketing and communications technologies including online content management systems (WordPress preferred), e-mail marketing (Constant Contact), HTML code, community engagement software (Higher Logic), etc.
- Integration of social media strategies (primarily Facebook, Twitter, YouTube, and LinkedIn).
- Solid understanding and knowledge of computer software and online products including MS Office 365 (Word, Excel, Access, Outlook, PowerPoint).
- Graphic design skills are highly desired (Adobe Suite: InDesign, Illustrator, Photoshop).
- Excellent writing, editing, interpersonal and verbal communication skills required as well as the ability to quickly make decisions that reflect the interests of the association and its members.
- Must be able to work on multiple projects simultaneously and have strong organizational and project management skills.
- Ability to work collaboratively and participate as a self-starting member of a small-staff association team. A "roll up your sleeves" attitude is a must.
- A knowledgeable and passionate advocate for creating healthy and vibrant urban places is desired.

SUPERVISORY RESPONSIBILITIES: Seasonal intern support management

INTERNAL RELATIONSHIPS: IDA Staff

EXTERNAL RELATIONSHIPS: IDA Committees, members, contractors, media (reporters and editors)

#### EDUCATION:

Bachelor's degree in communications, marketing, or related field. At least two to three years of related experience, preferably with a trade association, membership organization, or communications-related organization.

To be considered for this position, please email a resume and salary history to: [Danielle@downtown.org](mailto:Danielle@downtown.org)

#### ABOUT IDA:

The International Downtown Association (IDA) is the premier organization for urban place professionals who are shaping and activating dynamic city center districts. Our members are downtown champions who bring urban centers to life, bridging the gap between the public and private sectors. We represent an industry of more than 2,500 place management organizations, employing 100,000 people throughout North America and growing rapidly around the world. Founded in 1954, IDA is a resource center for ideas and innovative best practices in urban place management.