



Pittsburgh Downtown Partnership Job Opening

Job Title: Vice President of Marketing and Communications
Reports To: President and CEO
FLSA Status: Salaried/Exempt

Job Description

The VP of Marketing and Communications is responsible for driving all marketing activities to enhance the image and public awareness of Downtown Pittsburgh and the Pittsburgh Downtown Partnership. This position will be a central figure in promoting Downtown as vibrant destination for business, an exciting place for cultural and entertainment opportunities and a desirable place to live. The VP of Marketing and Communications will provide leadership in development and coordination of public relations, special events and marketing efforts of the Pittsburgh Downtown Partnership.

Essential Duties and Responsibilities:

- Collaborate with the CEO and senior leadership to develop a marketing strategy consistent with the mission and strategic goals of the organization, advancing the brand identity of Downtown Pittsburgh and the PDP locally, regionally and nationally.
- Manage the implementation of the marketing plans and public relations strategy that will allow the organization to cultivate and enhance relationships with external audiences including media and key influencers, providing vision and leadership that will allow the organization to reach and exceed goals.
- Manage and oversee staff in all communications efforts, including the Marketing & Communications Manager and external contractors.
- Develop and manage budget to support department's initiatives and activities.
- Create and direct all communications efforts and publications including the Annual Report, marketing collateral, and electronic/interactive communications including website and social media.
- Direct agencies to develop creative marketing and branding materials for programs and events including State of Downtown, holiday season collateral, organization-wide campaigns, etc.
- Maintain metrics and data for earned and paid media, events, social media, website, newsletters and other activities to establish baselines for success and provide regular updates to staff.
- Direct and contribute to all external public communications including social media, website content, and email communications, including weekly newsletters and email alerts.
- Manage and prioritize requests from staff for support on collateral development.
- Assist the organization in further engaging and supporting stakeholders in new, innovative ways and while increasing our audience.
- Direct marketing and branding of all events, engaging the events team to develop and



implement communications strategies that align with goals of the PDP, partners and sponsors.

- Create and implement an aggressive public/media relations campaign to promote PDP programs and initiatives, managing priorities to effectively promote and support the programs and services of the organization.
- Maintain steady press coverage and relationships with key media. Coordinate press releases, news conferences and interviews/statements on behalf of the organization.
- Serve as a face and voice of the organization in the media and strategize with senior leaders in media engagement methods.
- Conduct and/or oversee marketing research and analysis, develop metrics to assess results of strategies and interact with key stakeholders such as businesses, property owners/developers and managers, members, other business development organizations and local government to determine the ROI on efforts.

Qualifications

- The ideal candidate will be an experienced professional with a bachelor's degree and at least eight years of history of managing communications, public relations, or marketing in a local government, association, urban planning or related non-profit setting.
- Experience working in an independent, "hands-on" fashion and comfortable with limited support.
- Ability to prioritize organizational objectives and meet aggressive deadlines; outstanding team leadership and interpersonal communications skills.
- Must be strategic, analytical and metrics-oriented with a well-developed creative eye.
- Be intuitive, intelligent and high-energy and have an open communications style with a strong teamwork orientation and ability to foster energy and enthusiasm at every level.
- Strong experience in all marketing disciplines and communication disciplines.
- Previous experience working with both advertising and PR firms.
- A welcoming attitude and appreciation for the diverse and inclusive nature of Downtown activities.
- Computer proficiency with Microsoft Office applications. Experience with desktop publishing and web design programs a plus.

Compensation

Salary of \$95,000 and competitive benefits.

Inquiries

Please send resume and cover letter to resumes@downtownpittsburgh.com, subject titled: Marketing and Communication Position.