



GOLDEN TRIANGLE™

## COMMUNICATIONS MANAGER

### COMPANY BACKGROUND:

Formed in 1998, the Golden Triangle Business Improvement District (BID) enhances Washington, DC's central business district, the 44-square-block neighborhood stretching from The White House to Dupont Circle. Home to roughly 6,000 businesses, the BID provides a clean, safe, and vibrant environment for hundreds of thousands of workers, residents, and visitors, and encourages economic development through capital projects, public art, sustainability, and events.

The Golden Triangle is nationally recognized as a thought leader in a variety of areas including placemaking, safety and security, and environmental sustainability. Additionally, the Golden Triangle has been awarded LEED Platinum, the highest level of LEED certification, by the U.S. Green Building Council. It is the first BID in the world to be certified through the LEED for Communities program.

The day-to-day management of the organization is overseen by a full-time staff headquartered in the center of the BID. The BID is a non-profit 501(c)(6) corporation that elects a Board of Directors to govern its activities.

The BID established a non-profit affiliate, the Golden Triangle Charitable Corporation (GTCC), in 2017 to nurture key programs such as public art, green infrastructure, homeless services, emergency preparedness, and community events through partnerships with businesses, local government, philanthropic organizations and individuals.

### PRIMARY DUTIES AND RESPONSIBILITIES:

The Golden Triangle is looking for a strong communications professional to complement its mission-driven staff. This is an ideal position for a self-starter who has a natural curiosity about the central business district and the innovative work that business improvement districts undertake. A successful candidate will excel at communicating with a broad range of stakeholders across the BID's digital channels and through various type of print media.

The Communications Manager is responsible for the following:

- Telling the story of the BID's many and varied programs through its digital channels (website, monthly e-newsletter, and social media) and will bring strategic thinking and creativity to support these innovative programs by:
  - Identifying, writing, editing and publishing content;
  - Monitoring, analyzing and reporting metrics;
  - Developing and implementing strategies to improve website performance and grow e-newsletter list and social media following;
  - Working with website designer and social media providers

- Developing and implementing editorial calendars.
- Developing strategic internal and external presentations for a variety of stakeholders such as Board members, retailers, and government officials.
- Providing support for a variety of innovative programs such as the internationally recognized annual Golden Haiku poetry contest, our award-winning Safety and Security Programs, a best in class Ambassador Program, our award-winning Environmental Sustainability Program, and a curated Placemaking Program.
- Writing copy for a variety of print material ranging from event-specific collateral to the BID's Annual Report for key stakeholders. This material directly supports the BID's strategic plan.
- Publish internal weekly media coverage reports and maintain photography library.
- Other duties as assigned.

#### **QUALIFICATIONS:**

- Bachelor's degree with concentration in communications, public relations, marketing, journalism, business or other related field.
- Minimum five to seven years of professional experience in writing and editing content for a variety of communication channels.
- Strong written communications skills required, including proofreading.
- Must enjoy working in a dynamic, fast-paced, collaborative, and creative environment on a variety of initiatives ranging from operations to marketing to strategic planning to safety and security.
- Prior experience must demonstrate a strategic, detail-oriented and deadline-driven approach to assignments.
- Website and social media management experience required; website development experience preferred.
- Email marketing management experience required, including mailing list management; Mail Chimp experience strongly preferred. Adobe Photoshop, InDesign, and Illustrator experience desirable. Salesforce experience a plus.
- Must have a strong commitment to the Golden Triangle's mission and a desire to learn all facets of the BID's various programs.

This is a full-time position with excellent benefits and is located in Washington, D.C.

**APPLY:** Send cover letter, resume and references to [search@capacitypartners.com](mailto:search@capacitypartners.com) by COB July 31, 2020.