



Brand Marketing Manager

The Brand Marketing Manager is a member of the Marketing and Communications team at National Landing BID. They are responsible for imagining and executing marketing strategies and digital campaigns that drive brand awareness, attract business opportunities and grow engagement for National Landing and its growing momentum both locally and nationally. They will actively participate in shaping the role of the brand and its voice across social and digital media platforms. The ideal candidate will be a self-starter and innovative thinker with strong time management skills, attention to detail, and the ability to communicate effectively between multiple stakeholders and executives. They will be strategic and collaborative, and someone that thrives in a fast paced, results-oriented environment. This person should be a highly motivated and organized individual who can manage simultaneous projects, programs, and deliverables, efficiently and effectively. This person will report directly to the VP of Marketing & Communications.

Responsibilities

- Create brand strategies and marketing campaigns for National Landing and its growing profile as a vibrant urban destination on both a local and national platform; support the implementation of the next phases of the BID's rebranding efforts
- Develop and execute social media strategies, guidelines, best practices, and day-to-day activities; collaborate to deliver consistent and creative content that aligns with brand mission, goals and projects
- Identify and build relationships with influencers, community ambassadors, strategic partners, media and external content channels
- Implement content marketing strategies across all channels with a clear voice and compelling messaging
- Measure impact and set benchmarks for social and brand efforts; analyze success across marketing campaigns and optimize for performance and engagement
- Analyze competitive market and industry trends and best practices to implement innovative approaches with plans and strategies to bring fresh and creative thinking
- Ability to manage the work of consultants and vendors; act as a liaison for community engagement efforts and partnerships that align with goals and objectives
- Support content development for brand/BID publications, marketing collateral, press materials, presentations, proposals, remarks, statements, website content, social media and events
- Ability to creatively conceptualize, storyboard and design digital marketing content
- Support BID events programming and logistics with marketing and social strategies as well as on-site presence, as needed
- Responsible for the management of BID digital marketing tools (Google analytics, SEO, email marketing, CRM & CMS platforms)
- Manage graphic and video asset production with creative agencies to achieve cohesive creative across brands and platforms; ensures creative representation is consistent and on-brand

Required Skills/Qualifications

- Bachelor's degree required. Master's in Business, Communications or Marketing is a plus
- At least five years of relevant experience with digital marketing, web/content marketing, social media management, PR/communications and video development
- Must be a strong writer with demonstrated experience in writing long- and short-form content for the web and/or social
- Experience using Adobe creative products (Photoshop, Illustrator, InDesign); Microsoft Office; Google Drive
- Creative thinker and doer with a passion for marketing and social media landscape; with knowledge of the latest trends and best practices that drive audience growth and engagement
- Ability to multi-task and prioritize projects, with strong organizational skills
- Experience using Google Analytics and Google AdWords
- Knowledge of Final Cut Pro/video editing programs
- You are enthusiastic and enjoy working in a dynamic, flexible, fast-paced environment

The National Landing BID offers competitive salaries, excellent benefits, and a convenient Metro accessible location. The BID is an Equal Opportunity Employer. The BID celebrates diversity and is committed to cultivating a highly talented workforce and provide a welcoming, inclusive, collaborative, and fun work environment, where work-life balance is valued for every employee. Creativity and entrepreneurial spirit are encouraged within the BID's fast-paced and talented team.

We look forward to hearing from you!

To apply, please provide cover letter and resume to careers@nationallanding.org with a subject line of Brand Marketing Manager.

ABOUT National Landing BID

The National Landing Business Improvement District is a non-profit organization that thrives on its strong private-public partnership with Arlington County and local property owners. Formerly known as the Crystal City BID from 2006 to 2020, this membership coalition continuously promotes and activates the local business, retail, restaurant, and residential community through placemaking, public art, transportation, economic development, events, marketing and promotion. The Crystal City BID officially expanded its boundaries in 2020 and is now known as the National Landing BID unifying the interconnected and thriving neighborhoods of Crystal City, Pentagon City, and Potomac Yard in Arlington, Virginia. This includes more than 26,000 residents, nearly 12 million square feet of office space, approximately 5,500 hotel rooms and over 450 restaurants and shops.

Already Virginia's largest walkable downtown, National Landing is in the midst of an exciting transformation driven by billions of dollars in public and private investment that will deliver new and enhanced housing, offices, parks, transportation and infrastructure in the coming years. The National Landing BID is helping to steer this growth in ways that are sustainable and enhance the area's diversity and livability. For more information, visit on Twitter, Facebook and Instagram.

Despite the current pandemic, the National Landing area is on the cusp of a massive transformation with billions committed in public and private investment, Amazon's selection as a second headquarters location, and a vibrant residential, hotel, and business community. The BID is strengthening the experience and identity of this urban center through placemaking, public art, transportation, economic development, events, and marketing/promotion.

The organization has undergone a major overhaul in the last two years. Since August 2018, the

organization has hired a new Executive Director, completed a comprehensive strategic planning process, launched the area's new name and brand identity, successfully expanded the BID's geographic area by 76% percent, and welcomed a nearly \$2 million increase in annual budget effective July 1, 2020. With this geographic, programmatic, and budgetary expansion, the BID is anticipated to more than double the size of its current operation.

Check out how National Landing is an urban center, reimaged, and how three neighborhoods are stronger together through this 1 minute VIDEO.



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