

Director of Marketing

Downtown Tempe Authority Inc. (DTA), Tempe, AZ
Full Time Employment
Reports directly to the Executive Director



What is Downtown Tempe Authority?

DTA is an Enhanced Services District that exists to improve the vitality and viability of Downtown Tempe. Our organization believes in nurturing a diverse workplace that celebrates all individuals and their backgrounds. We strive to foster a climate of acceptance and inclusion in our workplace, our programs and our downtown. The stakeholders are property owners, businesses, merchants, customers, residents and visitors. We provide services that range from planting flowers and cleaning sidewalks, to hosting events and marketing Downtown as a destination. We manage the parking downtown and have a Safety Patrol team keeping the streets comfortable. We want Downtown Tempe to be the most urban, attractive, and energetic destination in the Valley. We want to attract new developments, new businesses, and new guests every day.

Who do we need to join our team?

As we emerge from the most difficult and confusing year that any of us can recall – ever – we want a strategic thinker to help lead us into the next phase. This individual needs to create and execute a larger scale umbrella marketing strategy to house a variety of recovery plans. This person should be well versed in marketing and communications but want to do more than what is traditionally expected. We need someone who will manage our voice and also rethink all of our existing platforms and media outlets. They will work with our agency and in close collaboration with the rest of the team. They need to be incredibly savvy when it comes to social media and influencers.

We have a very eclectic group of offerings that all need different communication techniques. We need to spread the word about our programs, our businesses, our events, events of others, new developments taking place, etc. We have developed personas and look forward to a person who can review them, understand them and utilize them. But above all, Downtown Tempe is a destination and that story needs to be told even more so as we emerge from the pandemic. There is a lot of good news and we need someone clever to tell all these great stories.

Finally we need an individual that enjoys the non-profit industry and the small scale that we work within. We are prioritizing marketing plans and campaigns that are inclusive and celebrate the unique history and diversity of our community and only want an individual that feels passionate about long-term equity work. We ultimately report to a Board of Directors and budgets are not as robust as you would find in a corporate entity. We must be more creative, nimble and flexible.

How would we describe the ideal Director of Marketing?

- You get nerdy when it comes to strategy around the message. You ask ... Who is this geared toward? How do they digest media? What do we want them to do? How do we convert casual attendees to lifelong customers?
- You love everything about communications ... you love the new trends of social influencers, social media, podcasts, Spotify ads, and radio commercials, you rethink messaging in your dreams, you love writing and talking and probably even singing, and you come up with taglines and theme songs for everything you do.
- You are the first to critique the ads during the Super Bowl and Academy Awards and you notice things that others around you miss, like the rotating ad on the back of the pedicab.
- You walk into a new business and absorb everything from their color palette to their menu items to the font choice on the signage.
- You are REALLY organized and keep track of dates, deadlines, editorial calendars, etc.
- You love to do research on what's going on in other places and bring great ideas to the table and you will never say, "because that's how we have always done it."
- You thrive in a fast paced environment and enjoy bouncing ideas off a small team.
- You are known as an excellent communicator in professional and personal circles.
- You are not afraid to question the way we do things and revisit programs and processes on a regular basis.
- You are NOT uncomfortable in an organization that moves at lightning speed.
- You are NOT someone who can only thrive in a structured environment.
- You are NOT a person who needs constant supervision to complete a task.

What will you be responsible for?

- You will be the creator of all marketing materials that come out of this office and will have freedom to decide what those are;
- You will be instrumental in the development of our new recovery marketing strategy;
- You will manage our social media platforms and influencer program, create new and exciting ways to bring attention to those tools, and implement new strategies for our marketing efforts;
- You will have a stellar understanding of what other similar organizations have done well in other downtowns so that you can borrow and adapt those great ideas (aka who is our worthy competitor?);
- You will constantly come up with new ways to promote Downtown Tempe;
- You will work closely with other team members to reinvent our efforts and outdo ourselves;
- You will manage both our purchased advertising and our organic editorial content;
- You will take every marketing tool that we currently use and ask the question, "is this the best that we can do?" and "should we continue doing this at all?"
- You will bring suggestions of new marketing tools to the table;
- You will manage video and photo campaigns;
- You will coordinate signage at events and throughout downtown;
- You will oversee our marketing and graphic design contracts;
- You will look at all our existing promotions and suggest a path for them moving forward – eliminate, change, keep the same, drastically redo!
- Finally, every employee is expected to be present and hands on at our major events.

What skills do we want to see?

- Advanced Degree in Marketing/Communications or equivalent experience
- Proficiency in Social Media Platforms
- Proficiency in Adobe Creative Suite applications
- Proficiency in Microsoft Office programs
- Project management experience
- Excellent writing skills
- Passion for Small Businesses
- Passion for the urban experience
- Customer Service Experience

To apply:

Please send a resume and cover letter to Kate Borders (kate@downtowntempe.com). In addition, please attach answers to the following questions.

1. If you could spend one day with a person that you admire & respect, (alive or deceased) who would it be and what would the day include?
2. What are your core values and how do they guide your personal and professional life?
3. How would you incorporate a DEI strategy into our marketing plan moving forward?
4. What is your favorite downtown and why?
5. Describe a time when you had a conflict with a coworker or manager, how did you handle it?
6. Why do you want this position with the DTA and how are you a good fit for us?

Downtown Tempe Authority Inc. offers competitive salaries and a generous benefits package. Benefits include health insurance, 401k matching, paid time off and holidays, flexible schedules, cell phone reimbursement, etc.