

DOWNTOWN COMMUNITY BENEFIT DISTRICT
SAN FRANCISCO, CA

WE WANT YOU ON OUR TEAM!

Marketing & Communications Manager



Email your resume and cover letter to:
Careers@DowntownSF.org
with your full name and "Marketing" in the subject line.

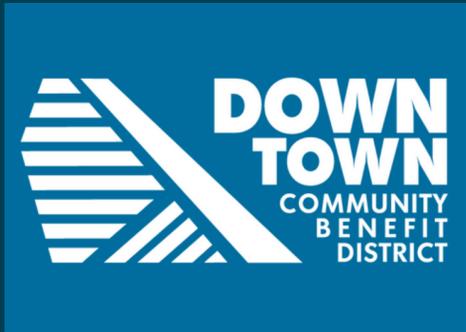
You might be the one we are looking for!

We are hiring for a
Marketing &
Communications Manager

Apply now and send
us your resume and
a cover letter by
Friday, May 14, 2021

To Learn More About Us, Visit
www.SFDCBD.org





Who We Are!

The Downtown Community Benefit District (DCBD), a 501(C)3 non-profit organization founded in 2020, is San Francisco's newest Community Benefit District (CBD).

Developed by a coalition of property and business owners, the DCBD is a 43-block district that includes two of the oldest continuous and historic business districts in San Francisco's Financial and Jackson Square areas and funds special benefit services over and above those already provided by the City.

Specific services include cleaning, safety, mobility management, district identity, public space activations, and promotions.



Now, Let's Talk About The Job — Career Opportunity

Position Description

The Marketing and Communications Manager works closely with the Executive Director, other staff, and consultants, to plan and execute strategies and ensures achievement of short- and long-term marketing and communications goals. A critical component of this position is to maintain strong relationships with the CBD's internal and external teams and stakeholders through consistent communications and marketing campaigns. This position is responsible for the implementation of marketing and communications programs and initiatives, the organization and maintenance of all digital content and the brand and identity of the district.

This is a full-time regular non-exempt, on-site position and will work remotely on a temporary basis. While work hours are typically 9:00 a.m. to 5:00 p.m., Monday through Friday, some evening and weekend work may be required. This is an "at-will" position.

About You

- You love exploring urban environments and finding hidden gems and stories to share with others.
- You look forward to dining at the newest restaurants, can't wait to check out the latest boutique store to open and enjoy attending events in the community.
- You are a people person and could talk to anyone about anything because you are jazzed by life.
- You love telling a good story and you can write a good one, too.
- Other people have told you that you would be one of their first picks for their trivia team and you may have been voted most likely to publish a book or produce a movie in High School.
- You geek out on all things communication: you edit books you read, you critique television commercials, you check out all the new social influencers and wonder out loud about advertisements and websites, you love to read, write and talk to people and tend to look up words you don't know in the dictionary.
- You love working on many things at once, spreadsheets are your jam and you're constantly thinking of new and creative ways to make people want to learn more.
- You have a zest for life that others gravitate to and you can make friends with just about anyone.

Why We Need You

There are nearly 20 Community Benefit Districts (CBD) in San Francisco and DCBD is the newest district to form. We are a small but mighty team, and we are looking for a hardworking, fast moving, whip-smart marketing and communications professional to join our quickly expanding office. We are committed to making Downtown the most attractive and visited destination in San Francisco and we need someone to help tell our incredible story.

As we emerge from the grip of COVID-19, we want a creative, forward thinking professional that cares about local workers, businesses and visitors and understands how to help all of these groups find their way back to our thriving and bustling district through communications and marketing efforts. We need a professional that wants to get out and meet our constituents, learn about what makes this part of the city so unique and then create unique campaigns to tell these stories in traditional and non-traditional efforts.



Description of Position Duties

- Oversee marketing and communications plans, timelines and deliverables.
- Manage all digital efforts including social media platforms, website and e-communications platforms.
- Partner with our marketing, design and communications vendors to execute on programs and initiatives.
- Manage events, public space activations, and business promotions.
- Secure sponsorships and assist with the organization's fundraising goals.
- Act as the organization's brand manager to ensure that all marketing materials and elements that come out of DCBD's office are "on brand."
- Build and maintain relationships with District constituents including property owners, managers and tenants regarding District services and initiatives.
- Maintain and keep contact and information in communication data bases current and accurate.
- Create meaningful collaborations with community stakeholder organizations on behalf of the DCBD.
- Develop effective and compelling media messages.
- Assist in securing media coverage for DCBD and the District that furthers its mission and objectives.

Supervision Received:

The Marketing & Communications Manager reports directly to the Executive Director. Annual or semi-annual reviews will be held with the Executive Director to review the Manager's performance, with participation from other staff.

Supervision Exercised:

As needed, and with approval from the Executive Director, the Marketing & Communications Manager may support other staff with related projects.

Experience & Qualifications

- At least 3-5 years of experience in marketing, communications, journalism, or a related field
- A bachelor's degree in marketing, communications, journalism, or a related degree
- Must have experience working with web-based technology and social media tools (platforms include Wordpress, Wix, Squarespace, Facebook, Instagram, Twitter, LinkedIn, etc.)
- Graphic design skills and experience working in Adobe Creative Suite and Canva is a plus
- Photography and video editing skills also a plus
- Event management experience is a must and demonstrated experience with securing sponsorships.
- Experience working with outside vendors, managing project timelines, and working within project budgets
- Managing a brand for internal and external audiences
- Proficiency writing press releases, blogs, website content
- Media pitching and securing positive stories
- Strong computer skills, including proficiency in MS Office
- Diplomacy in managing relationships with diverse stakeholders
- Passion for the urban downtown experience and promoting businesses
- Applicants must be eligible to work in the United States

Expectations & Compensation

Position Expectations

- Able to think strategically, keeping the big picture and broad organizational objectives in mind, while also being detailed oriented.
- Demonstrate emotional intelligence and self-awareness, inspire confidence and trust, and welcome feedback.
- Comfortable working in a small, highly-collaborative, cross-functional organization where delegation and hands-on participation are needed to support organizational goals.
- Comfortable with exercising initiative to identify and solve problems with drive, flexibility, resourcefulness, and creativity.
- Able to work well under pressure and adapt easily to changing situations and priorities, while exercising good judgment and staying focused on overarching goals.
- Able to interact in an effective, tactful and professional manner internally, externally and with DCBD members, stakeholders and the public at large, and respond graciously and promptly to the needs and requests of others.
- Dedicated and ambitious to achieve organizational success and willingness to pitch in and go the extra mile when needed.
- Must be able to engage in a range of physical activity, including standing or sitting at a desk or computer and walking (sometimes on uneven surfaces) for an extended period of time.

Compensation

Position Starting Salary: \$85,000

The DCBD offers a competitive salary commensurate with experience and skills, and a comprehensive benefits package that includes a generous vacation, PTO policy and commuter benefits, 100% employer paid medical, dental and vision. DCBD is an equal opportunity employer and welcomes candidates of diverse backgrounds and life experiences.

To apply for this position, send a resume and brief but thoughtful cover letter to Robbie Silver, Interim Executive Director at Careers@DowntownSF.org with your full name and "Marketing" in the subject line by Friday, May 14, 2021.

