



**INSPIRED LEADERS
SHAPING CITIES**

INTERNATIONAL DOWNTOWN ASSOCIATION
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WASHINGTON, DC 20006
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International Downtown Association

JOB TITLE: Senior Communications & Marketing Manager
LOCATION: Washington, DC
REPORTS TO: Director of Membership & Marketing
POSITION STATUS: Full-Time Exempt
PREPARED BY: Allison Shashok
APPROVED BY: David Downey
DATE OF REVISION: 8/5/2021

The International Downtown Association is seeking a qualified marketing and communications professional with experience in the areas of marketing and branding, communications and PR, events, sponsorship and digital media.

BASIC FUNCTION SUMMARY:

The Senior Communications & Marketing Manager will plan and implement the organization's marketing initiatives, member communications, social media and public relations activities, as well as help to build and manage the organization's brand in order to raise awareness of the industry.

The manager will fulfill communications, marketing and information services functions within the organization including managing weekly *Inspired by IDA* AI e-newsletter (rasa.io) and promotional e-blasts, updating the IDA website and social media channels, coordinating weekly webinar production, promoting the online virtual community (IDEA Connection), administering program marketing, handling sponsorship fulfillment, supporting media relations and conducting other duties as assigned.

ESSENTIAL DUTIES & RESPONSIBILITIES:

- Uphold and manage overall brand and build long term brand equity.
- Implement marketing programs for association events, membership, sponsorship, research and other priorities around the globe.
- Maintain, update and advance online content and overall value of IDA's web assets; and provide management for integrated digital asset strategies.
- Responsible for editorial planning, coordination, and distribution of weekly e-newsletters.
- Manage weekly webinar production from writing run of shows and creating PowerPoint slides to providing technical support.
- Plan, activate and grow engaging social media channels, and report on metrics.
- Coordinate the design, production and distribution of marketing materials and publications.

- Support media relations to raise awareness of the industry and its professionals.
- Respond to member information requests.
- All other duties as assigned.

QUALIFICATIONS:

- Knowledge of marketing and communications technologies including online content management systems (WordPress preferred), e-mail marketing (Constant Contact preferred), basic HTML code, community engagement software (Higher Logic preferred), virtual meeting / webinar platforms (Zoom meeting and GoToWebinar), etc.
- Excellent writing, editing, interpersonal and verbal communication skills required.
- Graphic design skills are highly desired (Adobe Suite: InDesign, Illustrator, Photoshop).
- Strong understanding of social media platforms, online community building and analytics (primarily Facebook, Twitter, YouTube, LinkedIn, community forums and Google Analytics).
- Experience and knowledge of computer software and online products including MS Office 365 (SharePoint, Word, Excel, Access, Outlook, PowerPoint).
- Ability to quickly make decisions that reflect the interests of the association and its members. Must be able to work on multiple projects simultaneously and have strong organizational, detail and project management skills.
- Ability to work collaboratively and participate as a self-starting member of a small-staff association team. A "roll up your sleeves" attitude is a must.
- A knowledgeable and passionate advocate for creating healthy and vibrant urban places is desired.

SUPERVISORY RESPONSIBILITIES: Seasonal intern support management

INTERNAL RELATIONSHIPS: IDA Staff

EXTERNAL RELATIONSHIPS: IDA Committees, members, contractors, media (reporters and editors)

WORK LOCATION: IDA's office is located in downtown Washington, DC. Current work-from-home status is under evaluation with potential hybrid work model being explored for the future.

SALARY: \$60,000-75,000 per year and comprehensive benefits package.

EDUCATION: Bachelor's degree in communications, marketing, or related field. At least two to three years of related experience, preferably with a trade association, membership organization, or communications-related organization.

To be considered for this position, please email a resume and salary history to: Allison@downtown.org

ABOUT IDA:

The International Downtown Association (IDA) is the premier organization for urban place professionals who are shaping and activating dynamic city center districts. Our members are downtown champions who bring urban centers to life, bridging the gap between the public and private sectors. We represent an industry of more than 2,500 place management organizations, employing 100,000 people throughout North America and growing rapidly around the world. Founded in 1954, IDA is a resource center for ideas and innovative best practices in urban place management.