



Communications Manager

THE ORGANIZATION

The Fisherman's Wharf Community Benefit District (FWCBD) is a non-profit organization that works to preserve and enhance the Fisherman's Wharf waterfront landscape and heritage, while integrating modern efficiencies to enrich the experience of multi-cultural visitors from around the world through Brand and Destination Marketing, Market Research, Street Operations, Beautification and Order, Traffic and Urban Planning, and Emergency Preparedness.

The FWCBD staff is "small but mighty." Although we are a small team, we produce a large volume of work and global impact on behalf of the entire community. This requires everyone in the organization to wear many hats, pivot almost daily, and obtain results with self-discipline. We serve at the pleasure of our Board of Directors which currently consists of 17 members that range from an at large position to business owners and property owners within the district. We represent the Board and the district to the community and the world. It can be a fast-paced and challenging environment but will allow the right candidate to thrive. If you are a great communicator who is passionate about tourism and client services and are interested in being part of a small and dedicated team within a dynamic and highly visible organization, the FWCBD is the place for you.

POSITION SUMMARY:

The Communications Manager is responsible for providing support to the organization's interface with the public, constituents, stakeholders, and local government by collaborating with staff and the Executive Director in the following areas: (1) managing district communication and internal information systems; (2) managing and executing projects and events; (3) contributing to the district's marketing efforts (4) proactively engaging in public relations efforts; (5) act as backup media spokesperson as needed; (6) contributing to the content of all board and committee meetings; (7) administrative support for the Executive Director and Board of Directors.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Communications

- Develops and manages all communication materials and outreach to stakeholders and consumers including Wharf Net (partner portal)
- Oversees Affiliate Marketing and Advocacy Program
- Collaborates with marketing personnel on Social Media efforts



- Monitors and prepares reports on Media Sentiment
- Pitches media on behalf of district
- Engages new stakeholders via "Welcome to the Wharf" materials
- Drafts quarterly, mid-year, and annual Reports

Special Projects

- Interfaces with various City departments at the request of the Executive Director on a range of topics
- Reaches out to various organizations for both long and short term partnership on initiatives at the direction of the Executive Director
- Project manages events to include annual Wharf Fest

Administration

- Manages newsletter production with all staff
- Develops content for committee and board meetings
- Assists in other administrative efforts as needed

Other duties as assigned

EDUCATION/EXPERIENCE:

- Requires a Bachelor's Degree in Marketing, Communications, Business or related field with at least five (5) years non-profit or for-profit communications/event or marketing/PR experience.
- Understanding of and experience working with a Board of Directors. Strong understanding of City of San Francisco dynamics and policies a plus.
- Advanced knowledge of Microsoft Office 365 applications and other software programs, including Outlook, Word, Excel, Power Point, and Teams
- Ability to operate general office equipment such as computer, photocopier/scanner and hybrid office tools.

SPECIAL REQUIREMENTS

- Detail oriented, strong analytic and critical thinking skills
- Excellent and highly developed written and verbal communication skills
- Strong organizational and time management skills
- Ability to work independently with limited direction and also collaboratively in a group setting
- Strong customer service and problem-solving skills
- Professional demeanor

EQUIPMENT USED IN POSITION:

Personal Computer, laser printer, photocopier, scanner, digital camera, telephone, and Microsoft Office Suite, Adobe Acrobat and other software as required.



PHYSICAL REQUIREMENTS/PHYSICAL ACTIVITIES:

Light Work - Position involves sitting, standing and/or walking. Position requires ability to occasionally exert 20 pounds of force to move objects.

Balance	Crouching	Grasping	Hearing	Lifting
Reaching	Standing	Talking	Walking	
Repetitive Motion				

BENEFITS:

The FWCBD offers and contributes to health plans via direct payment. We also offer a dental and vision plan at the employee's expense. This position is eligible for 2 weeks of paid vacation annually, 3 weeks after 4 years of service, and offers 14 paid holidays per year. Some weekend and evening work may be required, but equivalent comp time will be allotted to make up for those hours.

COMPENSATION:

This is a salaried exempt position, with a salary to be negotiated commensurate with qualifications for the position.

TO APPLY:

Email your cover letter and resume to info@fwcbd.com with "Communications Manager Position" as the subject. Questions can be emailed to that address as well. We look forward to hearing from you!