



OAKLAND BUSINESS IMPROVEMENT DISTRICT

Manager of Marketing and Communications

Full-time

FLSA Status: Salaried / Exempt

Position Overview

The Manager of Marketing & Communications is a newly created position in support of the exciting growth of the Oakland Business Improvement District. We seek a visionary with a passion for, commitment to, and understanding of OBID's Mission to ensure Oakland's place as Pennsylvania's global center. The Manager of Marketing and Communications will assist us to raise brand awareness of the OBID organization and continue to advance our prominence as a passionate and trusted steward of the Oakland community. The position will also be responsible for planning and implementing unique promotions designed to raise awareness of Oakland's diverse business offerings and amenities. The Manager of Marketing and Communications will also assist with the communications of our partner organization InnovatePGH - OBID and InnovatePgh share a common goal to promote Oakland as a world class center accelerating Pittsburgh's status as a global leader in the innovation economy.

Job Description

We seek a results-driven, enthusiastic professional motivated by a desire to make a real difference in our community. We need a person who enjoys working in an environment of collaboration and innovation, sharing new ideas and contributing to key initiatives. The Manager of Marketing & Communications will report directly to the OBID Chief Executive Officer while working closely with the OBID and InnovatePgh staff. We seek candidates with the demonstrated ability and desire to:

- Highly motivated, independent-thinking, and energetic professional with a can-do attitude, drive to take initiative, and willingness to actively contribute to a successful, high-functioning team.
- Strong interpersonal skills and ability to establish trust quickly with others while cultivating and growing relationships among diverse stakeholders.
- An experienced communicator who is well versed in business district engagement and facilitation and who commands well-developed interpersonal and oral/written communication skills.
- Exhibit high level of integrity and standards of quality in all aspects of work.
- Create high-quality, brand-consistent strategic communications that support the organization's projects and programs to include message development for a variety of audiences.
- Lead and maintain the OBID visual presence and brand identity across all platforms.
- Manage all OBID and InnovatePGH social media outlets, websites, e-newsletters and e-mail accounts associated with events and marketing services.
- Provide editorial and creative support to team members.
- Source/ manage contractors such as website support, graphic design, photographers or videographers.
- Develop and implement annual marketing plan supported by project based editorial calendar.
- Create, manage and execute consumer-focused marketing campaigns that promote the business district (such as the *Shop Small Oakland Crawl*) as well as campaigns that help promote OBID programs (such as *Argyle Studio* a pop-up shop managed by OBID).
- Assist in the promotion of events and public space activations (such as *Sidewalk Poetry Series*, *Oakland Ave Live* and *Festival of Living Lights*).
- Manage the execution of a variety of member specific outreach and events (such as *Annual Meeting*).

- Manage the communications efforts related to the 2022 BID Legislation renewal and OBID’s status as a Registered Community Organization.
- Staff the OBID Marketing Committee meetings, manage membership, agendas, minutes.
- Maintain the business directory database of all members and stakeholders.
- Manage support staff such as Interns assisting with social media, website, and other duties.

Press Management

Collaborating closely with the Chief Executive Officer (spokesperson for organization) the Manager of Marketing and Communications will advise and interface with members of the press and help arrange meetings, provide key talking points, and help react to press articles about the organization and the district. The Manager of Marketing and Communications will position the OBID as a “Media Resource” and trusted source for news and information about Oakland. Additional duties include:

- Pro-actively seek to issue press releases about Oakland, its businesses, initiatives, and programs
- Recruit and maintain media partnerships, including writing & distributing press releases
- Oversee the preparation and drafting of various communications (email, social media, e-blasts, etc.).

Education and Experience

Qualified individuals are expected to have:

- Bachelor’s Degree in Advertising, Marketing, Communications, Graphic Design, Public Relations, or equivalent experience and/or training.
- Minimum 7-10 years of professional experience working in digital/social media, communications, marketing or other similar capacity.
- Equivalent combinations of education and experience may be substituted to meet the education and experience requirements of this position.
- Knowledge of marketing and communication technologies and platforms such as WordPress, MailChimp, Microsoft Office 365, Zoom and Eventbrite.

Salary and Benefits:

Salary commensurate with experience and dependent on qualifications. This is a full-time position with excellent benefits package:

- 100% employer-paid individual health coverage, effective first of the month following hire date (includes medical, dental and vision)
- Long Term Disability and Life Insurance
- 403(b) retirement plan with employer contribution beginning after 12 months of employment
- Generous PTO
- Ten paid holidays per calendar year
- Monthly cell phone and parking allowance

During the coronavirus pandemic, OBID’s staff continues to work remotely to ensure the health and safety of all employees and our constituents. We anticipate maintaining flexible work schedules once we return to the office when it is safe to do so.

TO APPLY: Submit resume, cover letter, salary expectations and three (3) professional references to inquire@oaklandbid.org.

OBID is an Equal Opportunity Employer.

Diversity and Inclusiveness: OBID strives to create a diverse and inclusive workplace. We highly encourage qualified applicants regardless of age, color, creed, disability, ethnicity, gender, gender identity or expression, marital status, national origin, race, religion, sexual orientation, military or veteran status, or any combination of these or related factors, to apply for consideration.

About OBID

We are the Oakland Business Improvement District (OBID), one of Pittsburgh's largest place management organizations. As the face of Oakland's future, we are driven by our vision to set the standard for growth and innovation. This is accomplished by reframing the experience of the commercial, retail, office and residential environments, while dismantling oppression, embracing diversity, promoting diverse business and creating spaces for social, racial and economic justice. We are an established and growing organization that is seeking dedicated individuals who share our commitment to ensure Oakland's place as Pennsylvania's global center. For more information, visit www.oaklandpittsburgh.com.

For more information about our partner InnovatePGH, visit www.innovatepgh.com.