

**TITLE:**

Director of Marketing & Communications

**REPORTS TO:**

President & CEO

**DIRECT REPORTS:**

Marketing & Communications Manager

**REVISED:**

February 14, 2022

## About the job

The Director of Marketing and Communications of the Downtown Development District of the City of New Orleans (DDD) has responsibility for all DDD internal and external Marketing, Public Relations, Communications, Events and Advertising. Reporting to the Director of Marketing & Communications is the Marketing & Communications Manager who supports the creation of marketing materials, social media content, website management, special events, presentations, briefing memos, talking points and key performance indicators (KPIs) to support the DDD. The successful candidate is bold, imaginative and results driven,

### Essential Functions:

The Director of Marketing and Communications is responsible for marketing and advertising campaigns, annual programming, events strategy, public relations, and communications to support the strategy, vision, purpose and annual goals of the DDD.

- Develop and execute marketing and advertising campaigns along with related support materials to increase the awareness and distinctive qualities of Downtown New Orleans.
- Lead brand strategy for the DDD as the steward of Downtown New Orleans.
- Develops a strategy for annual programming which builds community, activates public spaces, and strengthens the economic viability of Downtown New Orleans neighborhoods.

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- Oversees public relations and internal/external communications including social media, video channels, podcasts, websites, and crisis communications.
- Management of Marketing and Event program activities and budgets to include all related DDD team members and relevant outside vendors, contractors and consultants.
- Collaborates with Economic Development colleagues on building relationships with members, partners and stakeholders to support development objectives and business attraction and retention.

### **Roles and Responsibilities:**

Promotes Downtown as a place to live, work and do business to all residents, community leaders, and marketing partner organizations.

- Proposes and manages advertising and promotional activities for the DDD.
- Collaborates with other New Orleans agencies and organizations to integrate DDD messaging and programming with external initiatives (e.g., Greater New Orleans, Inc. New Orleans & Co., New Orleans Business Alliance, New Orleans Saints & Pelicans).
- A spokesperson for DDD advocating for its accomplishments, highlighting its programming, assessment payees and sponsorship events.
- Represents DDD at related sponsor, member and community meetings.
- Traffic deadlines among team members, reviews and edits deliverables and executes marketing plans tactically across initiatives.
- Collaborates with Director of Economic Development on reports including, but not limited to State of Downtown, Quarterly Market Reports, and more.
- Works together with all internal teams for effective sponsor recruitment and fulfillment.
- Manages press and media alerts, oversees Public Relations contractor while building relationships with media and stakeholders.
- Creates run of show and talking points for all DDD events.

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- Identifies speaking roles for leadership staff which will enhance the visibility of the DDD
- Assesses the effectiveness of programs and growth of new media audiences, event attendance and improved perceptions about Downtown New Orleans.
- Responsible for all program activities to include required resources, proposed contracts, financial timeline and budget consideration, staffing requirements and related vendors, contractors or consultants.
- Executes program activities in a collaborative manner in conjunction with internal DDD teams.
- Supports Leadership team by preparing marketing metrics, presentations and Board reports quarterly or on an ad hoc basis.
- Collaborates with internal departments to share the success of other teams' initiatives and accomplishments.
- The list of duties and responsibilities is not intended to be all-inclusive and may be expanded to include other duties and responsibilities deemed appropriate or necessary.

**Skills & Experience**

- Experience with a nonprofit, governmental or public-facing organization with an emphasis on media activities.
- Demonstrated relationship and management experience in a Small and Mid-sized Enterprise.
- Direct supervisory experience of a multi-functional team.
- Proven ability to identify, target and reach multiple audience segments using a variety of tools.
- Experience planning and executing public events, including media events.
- Demonstrated ability to move the needle of success.
- Ability to establish and maintain credibility and trustworthiness.
- Exceptional interpersonal skills.

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### **Qualifications**

- Bachelor's Degree in Marketing, Communications, or related field is required; a Master's Degree is preferred.
- Minimum of 7+ years' experience in the Communications field with demonstrated ability to lead successful marketing programs.
- An experienced public speaker with the ability to be clear and direct in both written and verbal forms of communications.
- Experience in planning and executing public events to include outdoor programming
- Experience with Customer Relationship Management (CRM) systems and Salesforce preferred.
- Solid knowledge of SEO, web analytics and Google AdWords.
- Extensive experience with presentation and visualization skills, including Microsoft Office, Adobe suite, Canva, WordPress, Eventbrite, email platforms, QR codes, and survey platforms.
- Excellent analytical, problem-solving, and decision-making skills.
- Commitment to leading multicultural and inclusive teams to uplift values around diversity, equity, and inclusion, which fosters mission-driven work.
- Genuine excitement for Downtown New Orleans, with experience in placemaking and storytelling preferred.
- Internal DDD candidates require completion of a successful six-month experience indicated by a lack of disciplinary actions.

### **Supervisory Responsibility**

At this time the position is responsible for one (1) direct report and multiple external relationships but is subject to change based on the business needs as directed by the President & CEO.

### **Position Type/Expected Work Hours**

- This is a full-time exempt position on-site at the DDD – 201 St. Charles Street, New Orleans, LA 70112

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- Occasional evening and weekend work may be required as the job duties demand.
- The role reports to the President & CEO.

**Physical Demands**

This position supports a variety of Downtown Development District programs, including outdoor events.

- Regular use of arms, hands and fingers in a range of duties to include use of a computer keyboard, telephone and copier.
- The ability to perform the job function successfully requires vision levels to include close, distance and peripheral vision.
- The ability to traverse uneven terrain and carry objects up to 30 lbs. is required.

The physical demands described here are representative of those that must be met to successfully perform the essential functions of this position.