



Director of Marketing and Experience

The Opportunity

Downtown Tulsa Partnership, Inc. (DTP) is seeking a creative and energetic builder and executor to serve as the organization's first Director of Marketing & Experience.

The Director of Marketing & Experience serves as a senior leader within DTP and oversees all Marketing and Place Enhancement efforts for the organization within Downtown Tulsa. DTP seeks to be the go-to resource for all information about Downtown Tulsa and this role will help us achieve that goal. The position works with the President & CEO to develop and execute organizational goals and objectives that enhance the organization and neighborhood brand, vibrancy, and experiential offerings. Once onboarded, the position will be responsible for hiring and supervising the Digital Content & Experience Coordinator as well as future part-time staff and interns.

This is a builder role for someone to create and lead the organization's overall marketing, communications, and place enhancement strategies, inclusive of developing and guiding content, overseeing exciting events and activations, elevating a new brand and developing an engagement strategy, building strong media relationships, directing advertising and promotion, and maintaining an engaging social media presence and digital strategy. The Director of Marketing & Experience will manage departmental budgets and will cultivate sponsorship revenue in partnership with the President & CEO to support divisional program needs.

Essential Responsibilities

- **Program & People Management**
 - Direct the work plan, strategy, budget, operations, and staff for division and implement strategic goals of the organization
 - Manage the work and programs of the Digital Content & Experience Coordinator and other future staff, interns, volunteers, and contractors
 - Present organizational and divisional work to internal and external groups including regular reports to the Board of Directors and committees
 - Be part of a team effort to cultivate a high-performance, high-energy culture with a strong collaborative dynamic and contribute in developing organizational values
 - Identify, develop, and maintain relationships and partnerships with district constituents and community stakeholders
 - Oversee Marketing & Experience committee composed of DTP Board and other community members
- **Marketing, Communications & Promotion**
 - Lead the next phases of the new brand identity by developing a marketing strategy across various platforms as part of the organizations rebranding and organizational expansion efforts including the development and production of creative campaigns that seek to support the growth and recognition of Downtown Tulsa and its businesses
 - Manage creation and production of all publications and marketing collateral and oversee content development including for press materials, presentations, proposals, remarks, statement, marketing and promotional campaigns, website, social media, and events and establishing key performance indicators and metrics to measure impact
 - Develop a comprehensive communications strategy and proactive, effective, and compelling stories and messages across platforms and identify public relations opportunities, goals, and tactics that support the organization's strategic plan and mission.

- Create and maintain a calendar of PR-worthy moments, milestones, announcements to proactively cultivate media coverage and monitor/measure news coverage
- Manage relationships with external contractors and agencies as necessary to execute programs and vision
- **Place Enhancement & Experiential Events**
 - Develop and execute an annual programming and activation plan for Downtown's public spaces and realm, creating and overseeing new programs that leverage and catalyze local entrepreneurs, artists, and businesses to build community, activate public spaces, and strengthen the identity of Downtown Tulsa.
 - Temporary and permanent public art commissions and installations
 - Activating underutilized or unknown places and spaces in ways that create vibrancy, curiosity, and FOMO
 - Working with partners to make Downtown Tulsa a destination for holiday and winter activities
 - Events and activities that invite and all Tulsans to participate and provide opportunities to share diverse cultures with one another
- **Additional responsibilities** as assigned by the President & CEO

Qualifications

Ideal candidates will demonstrate

- Bachelor's degree in a field relevant to the essential responsibilities, Master's degree a plus but not required
- Minimum of six years of progressively responsible and demonstrated experience in marketing, communications, place management, strategic planning, fundraising, major event planning, or related areas
- Passion for city building, downtown revitalization, and experience creating cohesive public space programming
- Creativity and execution; big picture and small details; someone who wakes up in the morning with a new idea and starts implementing Intellectually curious, creative, and strategic thinking skills and the ability to think outside of the box and challenge convention by urging and undertaking new approaches
- Exceptional storytelling with written skills and history of developing content for different platforms and events
- A love for exploring and finding hidden gems in Downtown Tulsa and sharing those stories and experiences with others
- Ability to effectively communicate in written and verbal form with key staff and stakeholders regarding project schedules, milestones, progression towards goals, budget, and other opportunities
- Exemplary relationship-building skills to foster trust and collaborate with community members, public entities, private organizations
- Understanding of and experience with the art and science of civic engagement, city building, economic development, urban revitalization, parks and public spaces, transportation and Downtown Tulsa's mission and values
- Knowledge of and experience with fundraising, grant writing and management, community organizing, major event planning and execution
- Sound project management skills including accuracy, budgeting, multi-tasking, follow up, attention to detail, and a focus on key deliverables to effectively plan and manage projects and programs
- Ability to develop and move projects forward with independence, autonomy, and little supervision

Work Environment

The position is based in the DTP office and will spend time outdoors in the public realm implementing the programs and efforts identified in the essential responsibilities. Given the nature of our work, evening and weekend hours will

be necessary on occasion with the flexibility to adjust weekday schedules accordingly. The position will require the ability to lift and move objects up to 45lbs.

DTP offers competitive salaries, excellent benefits, paid time off, and industry- and profession-specific professional development opportunities. This is an exempt salaried position in the range of \$65,000 to \$73,000 annually, commensurate with demonstrated experience. DTP is an equal opportunity employer that celebrates diversity and is committed to cultivating a highly talented workforce and providing a welcoming, inclusive, collaborative, and fun work environment where a positive work-life balance is valued for each employee.

DTP strives to have a fun and flexible culture; our small and mighty team works hard in a fast-paced environment and has a good time improving Downtown. This role provides opportunities to develop things that matter in our city - you'll have exposure to exciting events, projects, and developments that make a lasting impact in Tulsa and will drive innovative projects and programs of your own.

Inquiries

Are you as excited as we are for the potential of this role? We want to hear from qualified applicants who are ready to get to work for the betterment of Downtown Tulsa. Please apply at [this link](#) by 3/25 at 5:00 p.m. and submit a resume and cover letter including details of what makes you the ideal candidate for this role and your draw to Downtown Tulsa.