



## **Director of Marketing Communications**

Central Atlanta Progress, Inc. (CAP) is a nonprofit corporation of Atlanta business leaders, property owners, and institutions working with each other and with the government since 1941 to help build a thriving center city. It carries out research and planning and serves as a catalyst for a wide range of programs and projects for the betterment of Downtown Atlanta.

The Atlanta Downtown Improvement District (ADID), founded in 1995 by CAP, is a public-private partnership and nonprofit, charitable organization that strives to create a livable environment for Downtown Atlanta. With a board of directors of nine private- and public-sector leaders, ADID is funded through a community improvement district.

**Together, CAP and ADID are Atlanta Downtown.**

### **About the Role**

The Director of Marketing Communications is responsible for all communications that come out of CAP and ADID and will be providing strategic support to the Vice President of Marketing, who the role reports to. We especially seek someone with exceptional communication skills, media relations savvy, expertise in digital strategy, and experience working in an entrepreneurial setting while managing others. Passion for downtown Atlanta, place management, or urban planning will help a candidate thrive in the role. Experience planning and producing events is a plus, as is experience with the following software: Salesforce; G Suite, particularly Google Ad Words; and Adobe Creative Suite.

The ability to take knowledge and transform it into exciting and useful messages and disseminate it to the right audiences through the best distribution channels is critical. Our ideal candidate is both a thinker and a doer—a strategist who also likes to roll up their sleeves and do the work. You can balance urgent needs and longer-term goals, keep multiple projects moving, and collaborate with partners both inside and outside the organization.

The Director of Marketing Communications is responsible for leading multi-channel content creation, with outputs including but not limited to the website, email, social media, press releases, white papers, case studies and blog posts. They have a broad range of responsibilities to execute this work, including but not limited to:

- Developing and implementing a communications strategy that generates measurable results to cultivate and enhance meaningful relationships with targeted audiences, key influencers, and media.
- Maintaining relationships with key stakeholders including community partners, and public officials in order to enhance the organization's reputation.
- Managing the creation of all communication materials including media correspondence, newsletters, brochures, and social media content; managing vendors whose services are required to complete projects.
- Serving as the primary media contact.
- Supervising the daily activities of Marketing and Creative Specialist and other staff, as appropriate.

### **Knowledge, Skills, Experience, and Training**

Required:

- Previous connection to downtown Atlanta and/or understanding of urban planning or place management
- Superior interpersonal and communication skills, both written and oral, with the ability to interact effectively with a diverse group of professionals
- Experience serving as a media contact and strategizing around media relationships
- Mastery of digital strategy, with a focus on Facebook, Twitter, Instagram, LinkedIn, website management, and newsletter execution
- Comfort managing others to help reach organization's goals
- Must have worked in an entrepreneurial environment
- Customer service mindset
- Curious, motivated, and self-directed
- Ability to meet deadlines while also paying close attention to details and accuracy

Desired:

- Experience with planning and producing events
- Fluency using Salesforce
- Expertise level experience with G Suite, particularly Google Ad Words
- Familiarity with design software, particularly Adobe Creative Suite
- Previous involvement in strategic planning
- Project management capabilities

**Schedule and Location**

Office hours during the day with nighttime and weekend coverage for events as needed, as well as flexibility to monitor social media and news coverage. Work will be done predominantly in a downtown Atlanta office, once it's safe to do so.

**Compensation Package**

\$80,000-\$90,000 depending on experience  
 Medical and dental benefits  
 Short-term disability  
 401k savings program

**Physical Demands**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is frequently required to sit, stand and reach with hands and arms. The employee is occasionally required to lift and/or move up to 20 pounds.

**To Apply:**

Interested applicants should send a cover letter and resume to [info@purposepossible.com](mailto:info@purposepossible.com) with the subject "Atlanta Downtown Director of Communications" by end of day June 5, 2022. In your cover letter, please outline how your experience matches with the knowledge, skills, experience and training listed. Also share why you're interested in the role.

*Employment is provided through Central Atlanta Progress, Inc. CAP is an equal opportunity employer and will consider all qualified applicants for employment without regard to age, disability, religion, creed, political affiliation, race, color, sex, marital status, sexual orientation or national origin. The statements contained in this position description are not necessarily all-inclusive, additional duties and responsibilities may be assigned and requirements may vary from time to time. Professional business references and a background check will be required for all final applicants selected for a position.*