

Job Title: Director of Marketing**Reports to:** President & Executive Director**Status:** Full-Time Non-Exempt**Date:** July 20, 2022**DOWNTOWN MESA**

The City of Mesa is the 3rd largest City of Arizona with a population of over 500,000 and is growing by leaps and bounds. Downtown Mesa is fast becoming the hub of activities for this prospering region. Downtown's cultural anchor, the renowned Mesa Arts Center, draws more than 400,000 patrons to events in its facilities annually. A mix of art galleries, studios, and attractions including the Mesa Arts Center, i.d.e.a. Museum, Mesa Amphitheatre and the Arizona Museum of Natural History contribute to the creation of a unique and lively core that reflects a diverse community of artists and cultural organizations, businesses, venues, and events. Benedictine University boasts a student population of more than 500 students and ASU's Digital Futures Laboratory, which will be home to the Sidney Portier New American Film School will attract an additional 750+ students when they open in 2022. Downtown is known for having the largest, and growing, collection of craft breweries along its Main Street. There are over 400 business located within our district's square mile.

DOING BUSINESS IN DOWNTOWN MESA

In round numbers, Downtown Mesa has 7,000 employees, 3,000 residents, and more than 11,000 daily visitors who come to shop, play, learn, and conduct commerce. There are 1700 residential units under construction. Businesses located in Downtown Mesa are strategically positioned to take advantage of a large workforce that is accessible by three integrated freeways: The Superstition (US 60), Loop (101) and Red Mountain (202). Downtown Mesa is also serviced by the area wide light rail system with 4 stops along our Main Street Corridor.

DOWNTOWN MESA ASSOCIATION

The Downtown Mesa Association (DMA) is a private, non-profit organization dedicated to the beneficial economic growth and business development of downtown Mesa, the city's central business district and original square-mile townsite. We accomplish this through policy development, advocacy, and program management functions conducted on behalf of downtown property and business owners, and in cooperation with public and other private-sector partners. The organization funding comes from a property owner-based Business Improvement District that was formed in 1984 and addition contracts with the City of Mesa. DMA also manages a 501C3 everts organization – Ultimate Imaginations Inc.

MARKETING DIRECTOR JOB DESCRIPTION**WORK OBJECTIVES**

The Downtown Mesa Association (DMA) Marketing Director, working under the direction of the Executive Director, is responsible for the planning, design and implementation of the Downtown Marketing Plan as approved by the DMA Board of Directors. The Downtown Marketing Plan includes action plans for advertising, public relations, promotions, and special events. The Marketing Director also assists the Executive Director in the coordination of activity within a downtown management program that utilizes a "market-driven," economic development approach to maximize the value of Downtown Mesa to the property owners, businesses, City and citizens of Mesa, and other stakeholders.

The Marketing Director is responsible for providing assistance to the Executive Director in the development, conduct, execution, and documentation of the downtown management program of the DMA. The Marketing Director serves as the first point-of -contact to the public for the DMA.

FULL RANGE OF DUTIES TO BE PERFORMED

The Marketing Director shall carry out the following tasks, responsible to the Executive Director, in the implementation of the Marketing Plan:

Sponsorships

1. Identify and create revenue-generating opportunities.
2. Solicit local and national entities with sponsorship opportunities.
3. Manage partnerships between DMA and sponsors.

Advertising

1. Secure media partners for all promotional campaigns and DMA produced events.
2. Manage the DMA's Brochure Program including regular updates, obtaining project bids, distribution, etc.
3. Coordinate with Executive Director and Graphic Designer in the creation of advertisements.
4. Create various DMA printed materials (promotional posters, flyers, brochures, etc.)

Public Relations

1. Work with contracted PR firm to coordinate all media activities.
2. Represent the organization to the Media and others as appropriate.
3. Respond to requests for collateral information in a timely manner.
4. Create and distribute monthly newsletter, annual calendar of events, seasonal information, etc.
5. Maintain media, business, property owner, and newsletter mailing lists.
6. Maintain DMA media statistics and clippings for monthly and annual review.
7. Maintain DMA photo and slide library and its distribution procedures and report

Promotions and Special Events

1. Produce and direct special promotions and events the DMA undertakes and provide support for promotions conducted by others at the DMA's request.
2. Generate member support of community-based activities as appropriate.

Special Events (non DMA produced)

1. As part of the Downtown Marketing Plan, provide project management on the development of a comprehensive special events plan that develops a special events program for Downtown Mesa to be conducted by various other event producers and the City.
2. Serve as an information resource for event producers and provide mailing lists, contact names, etc. as appropriate.

Web Based Activities

1. Working with the Digital Content Coordinator, coordinate all of DMA's online ventures including but not limited to DMA, Business Development and event sites.
2. Ensure accuracy of all information contained on all DMA sites and DMA databases

Organizational

1. Manage the promotions budget line items and report to the Executive Director all planned expenditures.
2. Provide a written monthly report of activities to the Executive Director.
3. Maintain proactive relationship with local Mesa entities (Visit Mesa, City of Mesa, ASU, Chamber of Commerce, etc.) and coordinate with their efforts to increase DMA visibility in community.
4. Attend various meetings in lieu of Executive Director.
5. Survey stakeholders annually to gauge perceptions and expectations of DMA activities.

RESOURCE MANAGEMENT RESPONSIBILITIES

The Marketing Director will supervise and the direct Digital Content Coordinator, certain part-time employees (as directed by the Executive Director) and interns as assigned. The Marketing Director will assist the Executive Director in the maintenance of all DMA records and reports, the establishment of technical resource files and libraries and the preparation of regular reports to the Board of Directors, the City of Mesa, and others as appropriate.

JOB KNOWLEDGE AND SKILLS REQUIRED

The Marketing Director should have education and/or experience in destination marketing, special event production and digital marketing. The Marketing Director must be energetic, imaginative, well organized, and capable of accepting responsibility for projects as assigned by the Executive Director. Excellent verbal and written communication skills, some desktop publishing and graphic experience, as well as the ability to work with a diverse group of people, are essential.

COMPENSATION

Commensurate with experience and qualifications. Competitive salary commensurate with experience plus excellent benefits package. To apply for this position, please send a detailed resume and cover letter to nancy@downtownmesa.com. Please no phone calls or walk-ins. Position open until filled.