

Downtown Norfolk Council Job Description



Job title	<i>Director of Marketing & Communications</i>
Reports to	<i>President & CEO</i>

Job purpose

The Director of Marketing & Communications oversees all consumer marketing efforts that promote Downtown Norfolk. The Director will be responsible for developing and implementing consumer marketing plans, promotional campaigns, public relation strategies and special events. Along with these duties the Director is responsible for managing the marketing personnel, marketing budget, overseeing the cultivation of sponsorship dollars to support specific programs and events, coordinating the development of collateral materials, oversight of the website and organization membership.

Duties and responsibilities

The Director of Marketing will be responsible for but not limited to the following:

- Developing and implementing the marketing plan.
- Assisting the Events & Membership Manager with the production of all special events produced or sponsored by the organization.
- Overseeing membership development activities.
- Coordination of the organization's public relations activities to create positive corporate and community images of both the organization and downtown.
- Oversight of the organization's electronic communications.
- Supervising the creation of all collateral materials for consumer marketing programs.
- Researching and writing to support projects and promotions.
- Work with partners to cross promote downtown Norfolk as a destination.
- Prepare the budget for the Marketing Department and track expenses for all activities and promotions.
- Perform other tasks as may be assigned by the President & CEO.

Qualifications

- Minimum of a bachelor's degree and 5 years of experience in marketing.
- Excellent writing skills and proven experience in staff management, media buys, budgeting, and multiple project management.
- Possess exceptional written and verbal communication skills and an ability to relate to diverse demographic groups.
- Ability to represent the organization in external meetings and work with the Board of Directors

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and staff in a collegial fashion.

- Experience working in a fast-paced environment with a high degree of organizational effectiveness
- Proven self-starter with a personal dedication to completing complicated and detailed undertakings within prescribed periods of time.
- Proficient in Microsoft Word, Excel, and Power Point. Familiarity with graphic design software a plus.

Working conditions

Due to the nature of Downtown Norfolk Council initiatives and events, there will be a need for the Director of Marketing & Communications to work before and after normal business hours to attend meetings and provide additional service for district events. Current programming and events require outdoor activities working in sometimes extreme conditions.

Physical requirements

To support district events, it will be necessary for the Director of Marketing & Communications to load and transport equipment and supplies. Additional event support will require standing for extended periods of time, having periods of rest, for a range of three to ten hours.

Direct reports

- Events and Membership Manager
- Marketing and Social Media Coordinator

Salary & Benefits

Salary is commensurate with experience.

Benefits include health and dental insurance, 401k Plan, paid parking or transit pass