



Alliance for Downtown New York, Inc.
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www.DowntownNY.com

Associate Vice President for Communications and Marketing Alliance for Downtown New York

The Alliance for Downtown New York provides service, advocacy, research and information to advance Lower Manhattan as a global model of a 21st century Central Business District for businesses, residents and visitors. The Downtown Alliance manages the Downtown-Lower Manhattan Business Improvement District (BID), serving an area roughly from City Hall to the Battery, from the East River to West Street. As a BID, we provide services, independent and collaborative programming, research, and advocacy and are often a catalyst for change. The unofficial “voice” of the Lower Manhattan business community, the Downtown Alliance is committed to a vision of Lower Manhattan as a new kind of 21st century central business district, and a prime choice for business and residential life and a tourism destination.

Position Overview

The Downtown Alliance seeks an experienced, dynamic, creative **Associate Vice President of Communications and Marketing** to be an important voice in our communications, media, marketing, branding and related strategies. As a stakeholder-driven, not-for-profit organization, effective and strategic communication is integral in fulfilling our mission.

Reporting directly to the Senior Vice President of Communications and Marketing and working collaboratively with the President of the organization, the Associate Vice President will manage and direct a team charged with press relations, social media, our web page, email marketing and a variety of content creation strategies. The Associate Vice President will assist in developing an overall communications and marketing strategy and be the first point of contact for media relations to advance the goals and programs of the organization. The Associate Vice President will raise the visibility of the Downtown Alliance, establish the organization as a thought leader in its priority areas of service, advocacy, research and information, and develop strategies, programs and materials for branding and promoting Lower Manhattan as a commercial, residential and tourism location of choice.

Position Responsibilities

- Help coordinate the work of the organization's 13 member Communications and Marketing unit.
- Directly manage a team of three content creators.
- Be the primary first point of contact for media relations, including: development of strong relationships with journalists, bloggers, and editorial boards. Identify potential “news” stories; monitor news affecting Lower Manhattan; coordinate news conferences; and, pitch news stories and prepare media material including press releases and briefing memos.
- Help develop strategic marketing, communications and media plans that enhance the Downtown Alliance’s visibility, reputation and impact.

- Assist in creating and implementing measures to brand the Downtown Alliance and Lower Manhattan as a destination for business, tourism and residential life.
- Manage a number of external contractors that support marketing and communications initiatives.
- Develop and manage events that highlight the mission and goals of the organization.

Qualifications

- At least seven years of work experience in a senior communications or marketing role, or related fields such as journalism, public relations or communications consulting. Prior experience with government, politics, urban planning, economic development, real estate or tourism is a plus. Agency experience welcome.
- A demonstrated, successful track record in planning and executing communication and/or marketing strategies, such as integrated campaigns that custom-target various stakeholders (consumers, business owners, commercial real estate and government officials).
- Significant social media experience and expertise with a variety of platforms including Facebook, Instagram, TikTok, YouTube, LinkedIn and others. Intimate familiarity with the advertising strategies on these platforms is a plus.
- A thorough understanding of the media environment in New York City and State.
- Experience working with reporters covering neighborhood news, urban affairs, economic development, real estate and tourism.
- Experience in crisis management and counseling.
- Comfortable working on websites and managing web consultants.
- A demonstrated ability to counsel and work collaboratively with senior management colleagues, board committees and stakeholder groups.
- A proven ability to manage complex projects in collaboration with in-house staff, consultants, and other outside vendors.
- Proven management ability and excellent writing and editing skills.
- Candidate must show proof of COVID-19 vaccination.

The Alliance for Downtown New York is an equal opportunity employer.

Salary and Benefits

Salary range is \$115,000 to \$125,000, commensurate with experience. This is a hybrid position presently requiring a minimum of 3 days a week in the office and allowing for 2 days a week working at home. The Downtown Alliance offers a supportive work environment and provides a generous benefits package that includes medical, dental, vision, disability and life insurance, commuter benefit, Citibike membership; and, paid leave and retirement benefits.

To Apply

Inquiries, nominations, and applications may be directed in confidence to Andrew Breslau, Senior Vice President, at 5EB4F41598@jobs.workablemail.com or apply online at <https://apply.workable.com/downtownny/j/5EB4F41598/>