



CentralHouston

## **Job Position: Director of Marketing and Communications**

**Central Houston, Inc.** is an advocate for downtown's development and revitalization. Central Houston, in association with its affiliated entities – the Houston Downtown Management District, the Downtown Redevelopment Authority, and Central Houston Civic Improvement, Inc., has facilitated many of the public and private projects that have transformed downtown since the mid-1980's.

Central Houston, Inc. works with its membership, consisting of leaders in the business community, to provide research, planning and advocacy to encourage economic development and improve the quality of life in downtown.

The Houston Downtown Management District levies an assessment on all property in downtown setting several important goals with quality of life as the underlying theme: building a lasting constituency for downtown; recruiting investors, retailers and tenants while retaining those already downtown; making downtown clean, safe, and attractive; and promoting downtown as the place to live, work and play.

The Downtown Redevelopment Authority is a not-for-profit local government corporation. The primary goals of the Authority are to alleviate blight and to encourage sound growth of the residential, retail, and commercial sectors in downtown through the design and construction of improved streetscape enhancements, pedestrian amenities, public infrastructure upgrades, parkland improvements, and historic preservation.

Central Houston Civic Improvement, Inc. is a 501(c)(3) charitable organization tasked with raising funds for specific projects to improve the physical realm and quality of life in downtown.

Central Houston is the primary provider of personnel to these four entities and is an equal opportunity employer, encouraging applicants from a diversity of backgrounds.

### **DESCRIPTION**

Seeking a qualified professional to lead the Marketing and Communications functions as a key member of the organization's leadership team for the four entities managed. The Director of Marketing and Communications works closely with the President and CEO, other staff, and consultants, to plan and execute strategies and ensure the achievement of short-and long-term marketing and communications goals. A critical component of this position is to maintain strong relationships with Downtown stakeholders through consistent communications, engagement and marketing campaigns. This position leverages community and public partnerships, private investment, and collective marketing strategies to facilitate and market new and existing downtown activity while championing the organizations' shared mission and vision statements. This position is responsible for the implementation of marketing and communications programs and initiatives, the planning, developing, and executing of community events, and the organization and maintenance of all digital content and brand identity of the organization. This position reports to the President and CEO and has 2-4 direct reports.

### **RESPONSIBILITIES**

- Establishing annual communications strategy ensuring consistency with the organization's strategic alignment plan.
- Executing effective public relations campaigns and strategies, including superior writing, editing and public speaking skills.
- Working with journalists and Downtown stakeholders to bridge partnerships and increase overall visibility of the organization and Downtown.
- Acting as the organization's brand manager to ensure that all marketing materials and elements that come from the organization's office are "on brand."

- Coordinating with other departments to develop one-off and recurring communication efforts and integrate them into the larger strategy.
- Managing relationships with organizational vendors and partners to advance initiatives and help achieve the organization's goals.
- Forecasting, drafting, implementing, and overseeing the department's annual operating budget.

## **QUALIFICATIONS**

- Bachelor's degree in Business Administration, Marketing, or related field required; Master's degree preferred.
- 5+ years of experience in marketing and long-range planning required.
- 5+ years of vendor competitive vendor procurement & management experience.
- Excellent verbal and written communication abilities across all levels of an organization.
- Strong leadership and management skills with a dedication to driving and achieving results.
- Successful record of working collaboratively across departments.
- Good interpersonal skills and managerial skills.
- Contagious work ethic and positive attitude.
- Familiarity with downtown a plus.

Salary is dependent upon experience. Benefits include a 401K plan. Interviews are by appointment only. No telephone calls, please. To apply for this position, email resume and a cover letter to Jana Gunter, Director of Finance at [jana@centralhouston.org](mailto:jana@centralhouston.org).