

MARKETING SPECIALIST

The Downtown Norfolk Council (DNC) is seeking a creative, detail-oriented, and professional team-player to provide overall marketing & communication support to the organization. The ideal candidate will be an energetic, enthusiastic individual with a fresh perspective and a creative eye. They will possess the ability to prioritize projects, problem solve, and work well with colleagues and Downtown constituents.

JOB PURPOSE

Reporting to the Director of Marketing, the Marketing Specialist will serve as a voice of our brand and engage our diverse stakeholders, including consumers, property owners, small businesses, visitors, and residents, through a variety of outlets, including digital and in-person interactions, to help advance the goals of DNC.

ROLES & RESPONSIBILITIES

Essential functions of the Marketing Specialist include but are not limited to the following:

- Assisting in the development and implementation of marketing and creative plans to reach a variety of DNC audiences
- Use research and creative thinking to analyze social media and website performance, industry trends, tools, and applications and recommend actions/next steps/adjustments to the organization's marketing and communication channels accordingly
- Establishing goals and objectives to reach our audiences through appropriate marketing channels (digital and traditional)
- Promoting brand awareness through marketing efforts including social media, SEO, paid advertising, digital campaigns, etc.
- Creating marketing materials for website and other marketing platforms, including design and copywriting
- Assisting with the analyses of marketing data, including campaign results, conversion rates, and online traffic to improve future marketing strategies and campaigns
- Maintain and update website and ensure accuracy of all content, including events calendar, business listings, and blog posts and execute SEO strategies
- Solicit, track, edit and maintain information to produce annual Guide to Downtown Norfolk and corresponding web-based information
- Assist in management of robust social media network of over 116,000 subscribers/followers by creating and publishing relevant, original and high-quality placemaking storytelling content (images, video and written) as well as engaging with social media groups
- Create a regular publishing schedule and plan based on solid content strategy, including both organic and paid content
- Support media relations to raise awareness of organization, events, and programs
- Regularly report insights gained from social media monitoring to stakeholders



- Cultivate and maintain professional relationships with a variety of external contacts, including city staff, community organizations, stakeholders, and Downtown businesses
- Collaborate with marketing team on promotion, execution and day of support on various initiatives and events to support the execution of the organization's work plan, including Holidays in the City, Restaurant Week, and Member Briefings
- Assist with in-house graphics and design projects
- Work with Ambassador team to ensure up-to-date marketing materials for distribution
- Organize and maintain marketing communication asset library
- Perform other duties as assigned by Director of Marketing & Communications and President & CEO

DESIRED EXPERIENCE & SKILLS

- Experience with day-to-day work in content creation, monitoring, and publishing
- Excellent oral and written communication skills to communicate with a range of target audiences through a variety of platforms
- Excellent understanding of social media platforms, online community building and digital analytics
- Strong relationship-building approach and ability to work with internal and external stakeholders at all levels
- Adobe Creative suite competency or proficiency and an eye for design
- Proactive problem solving and out-of-the-box thinking with good judgement
- Familiarity with and passion for Downtown Norfolk
- Strong ability to multi-task and prioritize multiple projects and deadlines simultaneously with solid time management
- Familiarity and proficiency with web-based tools, such as content management systems or internet-based tools to build and edit webpages such as CityLights or Word Press
- Proficient in standard office software, including MS Office and database management
- Ability to work autonomously, handle multiple tasks and changing priorities, and work well under pressure
- Bachelor's Degree in communications, marketing, business, or similar program preferred, plus 2-4 years of experience
- Ability to work extended hours, mornings and evenings, for events and meetings

COMPENSATION & BENEFITS

Downtown Norfolk Council offers the opportunity to make a difference in Downtown Norfolk

- Salary range is commensurate with experience
- Medical, dental, and vision insurance; 401k; vacation, sick, and holiday pay

TO APPLY

Send resume and cover letter to dnc@principlestrategies.com

Applicants selected for interviews will be required to provide references, undergo a background check, and complete a pre-employment assessment.