



## Director of Marketing & Communications

Classification Status:	Exempt, Full-time
Work Schedule:	M-F, 8am – 5pm
Salary Grade/Level/Range	Commensurate with Experience

### Job Summary/Objective

The Director of Marketing and Communications oversees the organization's marketing, communications, public relations, brand, and social media programs. This position is responsible for planning and implementing all these initiatives for Tampa's Downtown Special Services District (SSD) and Tampa Downtown Partnership (TDP). The Director of Marketing and communications will exude the confidence to serve as a spokesperson. The position coordinates with other team members to advance the organization and the SSD. Astute attention to detail is vital, with a team player attitude, high level of integrity, professionalism, and organization, who will also serve as an advocate for Tampa's Downtown.

### Essential Job Duties

- Develop and implement strategic marketing and communication plans and budget; initiate and manage applicable contracts and complete multiple projects simultaneously
- Create press releases, media statements, critical messaging, and other platforms of communication
- Oversee and coordinate planning, development and implementation of all promotional campaigns, programs and materials, including creative design, copywriting, production, media placement and trade contracts, production and distribution
- Manage marketing and communications direct reports
- Oversee website and social media plans and schedule, marketing technology, SEO, and digital media evaluation
- Develop and implement internal and external communication plans for TDP initiatives developing and enhancing quality of messaging and maintaining the TDP/SSD brand(s) throughout the organization; including but not limited to newsletters, media releases, reports, digital presence, and presentations
- Develop, implement, and maintain public and media relations activities, including positive message development, crisis communications plan management, public affairs, industry relations, and visitor outreach
- Support colleagues with messaging and communication strategies for their programs including constituent relations, transportation and planning initiatives, membership programs, clean and safe operations, beautification, and placemaking/public space activation programs and events
- Track data and trends of Downtown Tampa; develop and maintain a comprehensive database of relevant research reports to support economic growth; positioning TDP as downtown's authoritative information source
- Represent the Tampa Downtown Partnership at membership events, community meetings, and/or functions as needed and/or assigned

### Statement of Other Duties Disclaimer:

This job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities. Job duties may change at any time, with or without notice.

### **Required Education, Experience and Competencies**

- Bachelor's degree in business, marketing and communications, and/or minimum of three-year work experience in a management role overseeing responsibilities as outlined under Essential Job Duties
- Proven experience in branding and business marketing principles and practices; Ability to develop, implement, and measure marketing programs; advanced verbal and written communication skills; Creative design experience helpful
- Experience in managing and coaching direct reports to include performance reviews, professional development training, and delegation of duties, with concise direction
- Public speaking experience a must; ability with storytelling, both verbal and written
- Proven contract management, RFP process management, and negotiating skills
- Demonstrated ability to prepare accurate budgets and effectively manage expenses
- Excellent organizational, planning and project management skills; able to pivot and refocus priorities quickly; meet deadlines
- Established media relations and connections a must, with proven ability to interact with all levels of the community, to include elected officials, stakeholders, board members, and more
- Extensive knowledge and familiarity with various forms of digital/social media, with some knowledge of Adobe products such as Photoshop, InDesign a plus; Proficient in Microsoft Office programs



## **About the Partnership**

### **Vision**

Tampa Downtown Partnership is the leader in fostering a vibrant, diverse, 24-hour downtown neighborhoods in which to learn, live, work and play.

### **Mission**

The strategic mission of Tampa Downtown Partnership is to be the steward of downtown Tampa, while cultivating effective public/private partnerships to facilitate catalytic physical and economic development.

Programs such as our Clean and Safe team and our transportation initiatives make accessing and navigating downtown an easy and enjoyable experience. As a membership organization, we are driven to serve the downtown business community and are empowered by what each member brings to our organization. Together, we strive to improve the collective downtown community, to be an active conduit of information and resources, to promote a shared vision for Tampa's Downtown, and create and implement the plans that support that vision.

The Tampa Downtown Partnership administers the Special Services District program through an annual contract with the City of Tampa. Through the Special Services District program, the Partnership works to promote the downtown experience through a multitude of initiatives such as marketing, business development, transportation, planning and beautification, as well as maintenance and safety with Tampa's Downtown Guides and Clean Team. The Partnership also works with numerous agencies to identify opportunities and facilitate opportunities for collaboration, advocacy, and strategic planning for issues related to Tampa's Downtown.

### **Equal Employment Opportunity**

The Partnership is an equal opportunity employer. It is the policy of the Partnership to provide equal employment opportunities to all employees and applicants for employment without regard to race, creed, color, age, sex, religion, disability/handicap, pregnancy, childbirth, or related medical condition, citizenship status, service member status, sexual orientation, gender identity or expression, familial status, marital status, national origin, genetic information, or any other category protected by law in all employment practices

### **Additional Compensation**

Fully paid Health and Dental Benefits  
Life Insurance  
Disability Insurance  
Matching 401K  
Paid Personal Time Off  
Commuter Transportation Allowance

### **Application Information**

Resumes and cover letters should be emailed directly to Lindsey Parks at [Lparks@tampasdowntown.com](mailto:Lparks@tampasdowntown.com). Only candidates meeting qualifications need apply. Phone calls will not be accepted. Position will remain open until filled.