

Flatiron NoMad Partnership

VP of Marketing & Communications | July 2023

Position Title: Vice President of Marketing & Communications
Reporting To: President

About the Flatiron NoMad Partnership

The Flatiron NoMad Partnership has been the Business Improvement District (BID) for the Flatiron neighborhood in Manhattan for the past 17 years, and recently expanded its service area to fully include the exciting and evolving NoMad area. The Partnership provides supplemental services including sanitation, public safety, social services, streetscape/beautification, and marketing/public programming for the neighborhood's visitors, workers, and residents. We manage the neighborhood's unique public spaces, including the Flatiron Public Plazas, and hosts events and programs throughout the year that celebrate and promote Flatiron and NoMad's dynamic businesses and experiences.

Position Overview

The Vice President of Marketing & Communications leads the Partnership's programmatic endeavors, with a focus on marketing, sponsorship, event planning, social media and business and community stakeholder outreach. The responsibilities also include oversight of special projects, program budgets, and staff, including the Marketing & Content Manager and Event & Program Manager, Marketing & Content Coordinator, part-time employees, and external consultants/contractors. The VP of Marketing & Communications collaborates directly with the President and Board of Directors Marketing Committee to develop the strategic brand, messaging, promotions, and programs that highlight Flatiron & NoMad as a unique destination and vibrant mixed-use NYC district.

Marketing, Programs, & Events

- Oversee and implement the Partnership's marketing and communications efforts, including general brand management, email newsletter, social media, website, media placement, and preparation of annual report and other collateral materials.
- Manage the development of marketing and other collateral materials such as neighborhood guides and programming brochures, and prepare marketing and sponsorship reports as requested.
- Supervise the planning and implementation of public programming led by the Event & Program Manager, which may include the annual summer series and holiday programming, speaker series, webinars, workshops, networking events, the Partnership's annual signature events: the Annual BID Membership Meeting and the Celebrate Flatiron NoMad community gala.
- Guide development of new programming and event initiatives across the Flatiron and NoMad neighborhoods that meets the needs of an evolving business landscape and exceeds the expectations of a diverse, mixed-use community.

Communications & Digital Content

- Develop strategic priorities for the Partnership's communications and advocacy efforts as local and national leader in downtown place management.
- Cultivate partnerships with district businesses and community stakeholders through events, programming, and strategic communications.
- Direct the Marketing & Content Manager and Coordinator in the identification and correspondence to new and existing businesses in the district, to understand their marketing goals and publish spotlights posts through our digital channels.
- Manage, maintain, and update Partnership's website and email newsletter including original content.
- Oversee the curation and voice of the Partnership's social media presence, including content planning, engagement strategies, paid promotion, and collaborations, while seeking opportunities to enhance digital communications.
- Spearhead the annual sponsorship program, including new sponsor outreach and development. Coordinate additional fundraising efforts to increase support for programs and initiatives and executes sponsorship deliverables in coordination with the Streetscape and Operations departments.
- Cultivate and manage strategic relationships with key consultants and vendors (graphic design, public relations, website maintenance, social media, etc.).

Administrative

- Assists with the planning and preparation of full Board of Directors meetings. Serves as primary staff liaison to the Partnership's Marketing Committee, including planning and executing regular committee meetings.
- Prepares oral, written, and graphic presentations and reports related to the Partnership's work and the district at large, including presentations for the Partnership Board of Directors and Partnership members.
- Prepares Requests for Proposals and other procurement processes, reviews responses, and manages vetting and selection process.
- Oversees and manages two to four full-time/part-time staff and interns.

Qualifications and Skills

- Bachelor's degree in a related field is required. Graduate degree preferred.
- The ideal candidate will have ten-plus years of experience in one or more of the following areas: marketing and communications, community engagement, programming and event management, public relations, and City government and/or non-profit management.
- Possess three or more years of direct management/supervision of staff.
- Must be highly organized and possess excellent oral and written communication skills.



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- Advanced knowledge of Microsoft Office Suite, Constant Contact, and social media (Facebook, Twitter, Instagram, TikTok) required. Adobe Photoshop and basic HTML skills preferred.
- Attendance at periodic early morning, evening, and weekend meetings/events/programs as required.
- Must be capable of collaborating as a productive and thoughtful member of a team, while also being able to implement certain responsibilities in an independent manner.
- Must possess an entrepreneurial and creative spirit, strong interpersonal and communication skills, stakeholder management, and the ability to work in a dynamic, fast-paced environment.
- Must have the utmost appreciation of and ability to manage multiple tasks, large and small, as required by staff members of a small organization.

The VP of Marketing & Communications position salary range is \$120,000 - \$150,000 commensurate with applicable skills and demonstrated experience. Competitive benefits package includes medical, dental, and vision insurance, 403(b) as well as generous paid time off.

To Apply

Interested candidates should send a cover letter and resume, as one PDF attachment, to the attention of James Mettham, President, at president@flatironnomad.nyc with “VP of Marketing & Comms” in the subject line.

For more information on the Flatiron NoMad Partnership, visit FlatironNoMad.nyc or [@flatironny](https://www.facebook.com/flatironny) on Facebook, Twitter, or Instagram.