



VICE PRESIDENT, COMMUNICATIONS & MEMBERSHIP POSITION DESCRIPTION

ABOUT ATLANTA DOWNTOWN

Central Atlanta Progress, Inc. (C-A-P) is a private, not-for-profit corporation organized under section 501(c)(4) of the U.S. Internal Revenue Code. Governed by a Board of Directors of Atlanta's business leaders who are dues-paying members of the corporation, CAP is a community development organization that provides leadership, programs, and services to preserve and strengthen the economic vitality and quality of life of Downtown Atlanta.

The Atlanta Downtown Improvement District Inc. (A-D-I-D) founded in 1995 by CAP, is a not-for-profit corporation organized under section 501(c)(3) of the U.S. Internal Revenue Code. ADID is funded through a community improvement district within which private property owners pay special assessments and is governed by a Board of Directors of nine private-and public-sector leaders. ADID strives to create a clean, safe and hospitable environment for Downtown Atlanta.

Working side by side as "Atlanta Downtown" – CAP and ADID endeavor to continually grow the economic prosperity, elevate the quality of life and improve the image of Downtown Atlanta for businesses and the broader community.

ABOUT THE ROLE

Reporting to the President and serving as an integral member of the senior management team, the Vice President, Communications and Membership is responsible for providing vision, strategic direction, and leadership of a team to execute Atlanta Downtown's communications and membership efforts.

The successful candidate will possess the ability to succeed in a dynamic and fast-paced culture and easily network and establish rapport and connections with individuals and groups within and outside of CAP/ADID. They will be committed to implementing practices, as well as a culture that reflects the values of Atlanta Downtown. Most importantly they are an impassioned city-builder who is optimistic and excited about the future of Atlanta and Downtown

ESSENTIAL FUNCTIONS

The essential functions include, but are not limited to the following:

Organizational Leadership

- The Vice President plays a vital role among a team of senior managers that drive organizational mission, impact, and culture. This role provides leadership for Atlanta Downtown's brand management, communications, membership, and board governance strategies.
- The Vice President will develop and execute a best-in-class communications plan for Atlanta Downtown, directly managing integrated tactics that promote, enhance, and protect the organization's reputation; and build strong awareness of programs and priorities.
- The role will oversee the day-to-day activities of the communications and membership departments including budgeting, planning, and staff development.

- The individual must be an ambassador for the organization and will need to build extensive external relationships with a range of audiences.
- The Vice President serves as communications counselor to the President and other senior management.

Central Atlanta Progress Membership

- The Vice President ensures that CAP builds strong and productive working relationships with a diverse and engaged membership who support the organizations goals and programs.
- The role leads all aspects of a successful membership program, including effective governance, recruitment of new members, retention of existing members, member events, and billing and collections to ensure sufficient donor support for CAP.
- The Vice President is responsible for the successful execution of CAP's strong legacy of marquis membership events including an Annual Meeting, Member Briefings and Marketing Roundtables, and Town Hall convenings.

Communications and Marketing Operations

- The Vice President is responsible for the development, integration, and implementation of a broad range of communications, public relations, and marketing activities in support of organizational goals and programs, as well as the positioning of the organization and its leadership.
- The Vice President must set measurable goals and KPIs to track the success of communications initiatives, and regularly analyze performance metrics and adjust strategies accordingly to optimize outcomes.
- The Vice President serves as a spokesperson and lead point person on media interactions that help promote and/or impact the organization; and actively engages, cultivates, and manages relationships with media to ensure coverage of Atlanta Downtown programs, special events, and announcements.
- The individual will prepare talking points, speeches, presentations, and other supporting material as needed.

Team Development and Management

- The Vice President provides supervision and support for a team of membership, communications, and marketing professionals – currently three managers and coordinators – who execute the Department's work plan.
- Establish and monitor staff performance and development goals, assign accountabilities, set objectives, establish priorities, and conduct annual performance reviews.

Collaborate Intra/Interdepartmentally

- The Vice President is expected to collaborate with other departments to align communications efforts with overall organizational objectives. By building strong cross-functional relationships, they ensure that communications initiatives are integrated seamlessly into the company's operations.
- Other duties that may be assigned as related to the administration and execution of Atlanta Downtown's communications and membership efforts.

WORK EXPERIENCE AND SKILLS DESIRED

The position requires a combination of skills and experience including, but not limited to the following:

- A bachelor's degree in business, marketing, communications, journalism, or other related field, an advanced degree is preferred
- A minimum of 10 years paid, related work background in a professional setting
- Understanding and appreciation of Atlanta Downtown's mission and genuine passion for a vibrant and equitable Downtown Atlanta
- Stature, gravitas, and confidence to gain the credibility and respect of high-performing Board of Directors, members, and stakeholders
- A commitment to excellence and ability to work in an ever-evolving environment
- Excellent writing, editing, analytical, and oral communication skills including the ability to collect, review, synthesize, and present information and findings
- Demonstrated experience and leadership in managing a comprehensive strategic communications plan to advance an organization's mission and goals
- Demonstrated skill and comfort in proactively building relationships with media to achieve high impact coverage
- Excellent judgment and creative problem-solving skills, including negotiation and conflict resolution skills
- Superior management skills: ability to influence and engage direct and indirect reports and peers, and experience in building, mentoring, and coaching a team of communications specialists
- Ability to meet deadlines while also paying close attention to details and accuracy
- Extensive experience with planning and producing meetings and events
- Expertise level experience with G Suite, particularly Google Ad Words
- Familiarity with design software, particularly Adobe Creative Suite
- Fluency using Salesforce

COMPENSATION

Employment, including benefits, is provided through Central Atlanta Progress, Inc. CAP is an equal opportunity employer and will consider all qualified applicants for employment without regard to age, disability, religion, creed, political affiliation, race, color, sex, marital status, sexual orientation, or national origin.

CAP offers a competitive benefits package including health insurance, dental insurance, short-term disability, and a 401(k) savings program. The salary range for this role will be commensurate with experience and skills. This is a full-time, 40-hours per week, on-site in-person exempt position. Full COVID-19 vaccination is required.

APPLICANT INSTRUCTIONS

Interested applicants should e-mail a letter of interest and their resume to **Wilma Sothern at wilmas@atlantadowntown.com**. Only those applicants deemed qualified will be contacted. No phone calls, please. **Application deadline is Friday, December 8th**.