



## VP of Communications, Marketing, and Events

### Job Description

The **VP of Communications, Marketing, and Events** oversees the Downtown Memphis Commission's (DMC) external and internal outreach efforts to promote Downtown Memphis, the Downtown Memphis Commission, and the Central Business Improvement District (CBID). The VP will be responsible for the development and implementation of promotional campaigns, digital marketing strategies, public relations initiatives, and public and private events. Along with these duties, the VP is responsible for managing personnel, the marketing budget, maintaining CBID and DowntownMemphis.com brand design guidelines, and developing corporate and community relationships.

The position also supports the full DMC staff, including Planning and Development, Clean & Green, and the Blue Suede Brigade. The ideal candidate will be passionate about Downtown Memphis and developing a Downtown for everyone.

### Representative Duties

- Directs and manages the day-to-day operations of the marketing department and supports the marketing efforts of the entire DMC team.
- Manages the annual budget, coordinates contracts, and tracks expenses for all department activities.
- Identifies opportunities and builds strategic communication/marketing plans for growing awareness of DMC as a destination for businesses, residents, visitors, and investors.
- Oversees the creation of all DMC collateral materials to ensure consistent and effective branding and communications.
- Writes creative and compelling content for the website, publications, applications, and other briefs and acts as editor for the organization.
- Serves as initial contact for all media and media spokesperson as needed.
- Manages any external PR and communications plans to promote a positive image of DMC; writes, reviews, and edits press releases.
- Manages and prepares all crisis communications, on an as needed basis.
- Manages the events and marketing team, which is responsible for executing the marketing, social, and event strategy including: updating and maintenance of downtownmemphis.com, bealestreet.com, and all related social entities; implementation of content strategy, reviewing monthly social media performance in order to increase engagement and followers.
- Supervises planning, execution, and measurement of digital and social media programs and campaigns, establishing KPIs, and reviewing monthly performance reporting.
- Works with the board and committees, as needed, to develop and execute objectives for the CBID.

- Prepares speeches, articles, correspondence, and opinion editorials on various issues for the President and/or Board of Directors, as needed. Provides support to the President on public relations and communications.
- Provide marketing assistance and advice to CBID constituents.
- Represents the CBID at designated events, meetings, and presentations.
- Performs other duties and responsibilities as assigned.

### **Candidate Qualifications:**

- Bachelor's degree in Liberal Arts, Advertising, Marketing, Public Relations, or similar.
- Minimum 7-10 years experience in marketing/communications.
- Proven experience in staff management, contract negotiation, budgeting, and multiple project management.
- Flexibility and willingness to occasionally work irregular hours, nights, and weekends in support of District programs, events, and promotions.

### **Candidate Knowledge, Skills, and Abilities:**

- Self-starter able to efficiently execute initiatives and actively manage deadlines.
- Excellent written and verbal communication skills, including crisis communication skills.
- Proficient in MailChimp, Word/Excel and/or Google Docs, PowerPoint, Canva, Adobe creative suite, and all computer programs required to meet the above duties and responsibilities.
- Creative thinker with a passion for developing fresh, out-of-the-box ideas.
- Experience with or strong working knowledge of:
  - Community engagement and surveying
  - Digital marketing and social media strategy and analytics
  - Content distribution expertise spanning owned, earned, and paid digital channels
  - Analysis and publishing tools such as Meta, X, Google Analytics, Canva, MailChimp, Survey Monkey, and Later
  - Advertising and media buying
  - Promotions
  - Public Relations
  - Event planning and non-profit management experience helpful
  - Empowering and managing subordinate staff

This position description is a general overview of the responsibilities of the VP of Communications, Marketing, and Events. This position is a salaried, exempt, AT-WILL position. Duties and responsibilities are subject to modification occasionally, with or without prior notice. In order to perform the necessary duties and responsibilities of this position, the selected person must possess the skills, aptitude, and abilities to perform all of the listed duties and responsibilities proficiently. The successful candidate should be willing to reside within Memphis and/or Shelby County, TN within 6 months of employment.

TO APPLY: Please email a cover letter and resume to [jobs@downtownmemphis.com](mailto:jobs@downtownmemphis.com).

Submissions without a cover letter will not be considered.