

## VP of Marketing

Downtown Sioux Falls, Inc. (DTSF) is in search of a VP of Marketing—someone who can expand our voice, focus our marketing efforts, and refine our communications. This person is skilled at growing a brand, connecting with target audiences, and aspires to grow and lead a small nonprofit marketing team.

DTSF aims to refine our strategy around branding, marketing, and messaging. The VP of Marketing will lead those efforts. This individual will work closely with the entire DTSF team, and be a lead participant in strategic planning for the entire organization. They will be responsible for overseeing the creation and execution of their departmental budget.

Qualified candidates have a minimum of five years of experience developing strategy, executing marketing plans, and managing brands, projects, campaigns, budgets, and staff. Candidates must be skilled in GA4 and SEO, and proficient in Adobe Creative Suite, Wordpress, and Mailchimp. This role requires someone who can operate effectively and efficiently in a fast-paced environment, is highly organized, results oriented, forward thinking, adept to change, able to multitask and meet deadlines.

### VP of Marketing's Responsibilities

#### Advertising

- Oversee fulfillment of sponsor recognition agreements
- Coordinate ad production and media buys with staff

#### Analytics, Reporting & Research

- Coordinate market research and draft monthly impact reports

#### Marketing Assets/Initiatives

- Brand refresh including the website, events, and wayfinding updates
- Brand oversight and management
- Coordinate photos, video, and print collateral (brochures, banners, etc) with staff

First PREMIER Bank

Avera Health | The Bancorp | BluePeak | CorTrust Bank | Eide Bailly | First Bank & Trust  
First Dakota National Bank | First Interstate Bank | First National Bank | Holiday Inn City Centre  
Marsh & McLennan Agency | Sammons Financial | Sanford Health



### Online Marketing

- Website content and performance oversight
- Email newsletter strategy and content oversight
- Social media oversight

### Public Relations

- Brand tone/voice and messaging oversight
- Coordinate press releases with staff

### Strategy

- Coordinate with DTSF's marketing committee to develop the marketing strategy
- Develop annual marketing budgets that align with the marketing strategy
- Communications strategy, including messaging

Must be able to assist with DTSF events, which may require heavy lifting, exposure to seasonal weather conditions, and prolonged standing.

### Experience

- 5 years of direct experience
- College degree in marketing highly preferred

### Compensation

- Salary starts at \$65,000, commensurate with experience
- Available benefits: PTO, health, vision, dental, and retirement

### Conditions

- Full time, exempt // M-F // 9-5 // Two remote days per week
- Manages 1 FTE and seasonal staff
- Reports to President

### How to Apply

Send your resumé and cover letter to [info@dtsf.com](mailto:info@dtsf.com). DTSF will be interviewing as applications are submitted. Ideally, the VP of Marketing will start in May (2024). Include a resumé, cover letter, and answers to the following questions:

First PREMIER Bank

Avera Health | The Bancorp | BluePeak | CorTrust Bank | Eide Bailly | First Bank & Trust  
First Dakota National Bank | First Interstate Bank | First National Bank | Holiday Inn City Centre  
Marsh & McLennan Agency | Sammons Financial | Sanford Health

1. Describe a marketing goal that you achieved in which you played a significant role in accomplishing a result beyond the desired outcome. Explain how.
2. With a reasonable amount of detail, how would you approach a new strategy to marketing a complex cultural district such as Downtown Sioux Falls?
3. Why do you want this position and why should we want you for this position?

### About DTSF

Downtown Sioux Falls, Inc. is the nonprofit organization charged with connecting, growing and celebrating one of the most thriving downtowns in the country. DTSF is the connector and facilitator amongst Downtown's businesses, property owners, residents, and partners. We create opportunities for enriching experiences, a healthy environment, and economic growth. DTSF builds community and a sense of belonging that extends beyond our district. We value passion, relationships, openness, originality and fun!

DTSF is dedicated to fostering an inclusive workplace that thrives on diversity. We acknowledge that this journey is continuous, and we are committed to an ongoing process of inclusion. As an equal opportunity employer, we stand against discrimination based on race, color, age, religion, sex, sexual orientation, gender identity, national origin, veteran status, or disability. Our commitment is to nurture an environment where all employees can flourish and bring their unique perspectives and experiences to the forefront. We believe that people matter in pursuit of the goals we aim to accomplish.

First PREMIER Bank

Avera Health | The Bancorp | BluePeak | CorTrust Bank | Eide Bailly | First Bank & Trust  
First Dakota National Bank | First Interstate Bank | First National Bank | Holiday Inn City Centre  
Marsh & McLennan Agency | Sammons Financial | Sanford Health