



**INSPIRED LEADERS
SHAPING CITIES**

INTERNATIONAL DOWNTOWN ASSOCIATION
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WASHINGTON, DC 20005
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International Downtown Association

JOB TITLE: Senior Communications & Marketing Manager
LOCATION: Washington, DC; Hybrid with flexibility for work-from-home
REPORTS TO: Vice President Membership, Marketing & Operations
POSITION STATUS: Full-Time, Exempt Status
PREPARED BY: Allison Shashok
APPROVED BY: David Downey
DATE OF REVISION: 7/31/24

This job description provides a general guideline to the most common duties, responsibilities and minimum requirements for this position. It is not all inclusive and the actual position may vary as circumstances require. Working hours are primarily a day shift, but they may periodically work varied hours (weekends and/or evenings) as business needs dictate. North American travel is expected 2-3 times a year.

BASIC FUNCTION SUMMARY:

The Senior Communications & Marketing Manager is responsible for planning and implementing the organization's member communications, marketing initiatives, social media and other digital activities, as well as managing the organization's brand in order to raise awareness of the industry. The senior manager will fulfill communication, marketing and information service functions within the organization including managing the *Inspired by IDA* AI e-newsletters and promotional e-blasts; maintaining the website, social media channels and online virtual community; producing webinars; administering program marketing; supporting media relations and conducting other duties as assigned.

ESSENTIAL DUTIES & RESPONSIBILITIES:

- Plans and implements marketing campaigns/programs for organization events, membership, sponsorship, research and other priorities around the globe.
- Upholds and manages the overall brand and builds long term brand equity.
- Responsible for maintenance and advancement of online content and overall value of IDA's web assets and implements established integrated digital asset strategies.
- Develops and executes comprehensive marketing and communications strategies and plans that align with the organization's goals.
- Writes compelling copy for various communication channels including website, social media and e-newsletter that resonates with target audiences and drives engagement / brand awareness.
- Responsible for creation, production and distribution of weekly e-newsletters and e-blasts.
- Interprets and analyzes digital analytics and data and shares insights, business intelligence, industry trends and recommendations to support marketing and communication efforts for all IDA departments.

- Responsible for webinar production including writing run of shows, creating PowerPoint slides and providing technical support.
- Supports media relations to raise awareness of the industry and its professionals.
- Supports all internal team members and departments following the organization's mission and values while promoting the organizational culture.
- Works as part of the Communications & Marketing team to accomplish the organization and departmental goals.

Email Marketing

- Manages email marketing analytics/reporting and adjusts email marketing techniques based on data available.
- Plans, writes and edits high-quality copy, such as the "News from the Top" leadership column, that drives engagement and achieves communication objectives.
- Crafts content with appropriate tone, voice and brand for multiple segmented audiences.
- Responsible for campaigns/workflows/automated messaging campaigns.
- Responsible for up-to-date email list and planning/creating content in email marketing systems (Constant Contact and rasa.io).
- Fields requests from multiple stakeholders and manages editorial calendar to adhere to deadlines while balancing outgoing messaging.
- Research/tests new trends in email marketing.

Social Media

- Manages social media calendar including planning editorial content.
- Responsible for daily monitoring and engagement of each social media channel.
- Responsible for weekly content creation to include multiple platforms (X, LinkedIn, Facebook) and image/graphic creation.
- Responsible for social media campaigns for both internal and external audiences.
- Conducts advanced social media analytic reporting.
- Manages paid media campaigns to include geotargeting, job title targeting, budgeting, content/image selection.
- Manages live social media on-site during events. (filming, photography, content creation)
- Research/tests trends in social media.

Website

- Responsible for CMS software to update/build WordPress.
- Responsible for writing content for the web.
- Utilizes Google Analytics to produce appropriate reports and communicating metrics.

SECONDARY DUTIES:

- All other duties as assigned.

ESSENTIAL USE OF TOOLS:

- Solid understanding, display of skill and knowledge of computer software and online products including Microsoft Office 365 (Word, Excel, Access, Outlook, PowerPoint); document management

systems(SharePoint preferred); content management systems (WordPress preferred); e-mail marketing (Constant Contact); submission management software (Submittable); online meeting platforms (GoToWebinar, Zoom, Teams) and community engagement software (Higher Logic preferred).

- Strong capabilities in the use of all standard office equipment including computer, printer and all office equipment including the phone system.
- Seasonal intern support management.

ESSENTIAL TRAINING/CERTIFICATIONS:

- Bachelor's degree in communications, marketing or related field.
- 3-5 years strong marketing, social media, email marketing and website content writing, preferably with a trade association, membership organization or communications-related organization.

ESSENTIAL SKILLS/KNOWLEDGE:

- Advanced writing, editing, interpersonal and verbal communication skills required.
- Strong understanding of social media platforms, online community building and digital analytics (Primarily Facebook, X, YouTube, LinkedIn, community forums and Google Analytics).
- Vast experience with and knowledge of software and online products including Microsoft Office 365 (SharePoint, Word, Excel, Outlook, PowerPoint).
- Graphic design skills are a plus (Adobe Suite: InDesign, Illustrator, Photoshop, Express).
- Strong capabilities of messaging that showcases IDA brand, tone and voice for a variety of mediums (social media, web, email, press releases, longform).
- Strong project management skills with ability to manage schedules and deadlines for ongoing initiatives for multiple internal and external stakeholders.
- Broad experience in Marketing and Communications principles for non-profit sector.
- Excellent customer service skills and standards. Courteous and professional communication.
- Strong problem-solving skills and attention to detail.
- Ability to leverage technology and organizational skills effectively.
- Ability to work independently, proactively, and collaboratively with other departments.

INTERNAL RELATIONSHIPS: Must be able to work with all staff as necessary, in a highly interdependent environment. Work interfaces with accounting, membership, professional development, events, sponsorship, and research departments.

EXTERNAL RELATIONSHIPS: IDA members, staff of urban place management organizations, industry partners, contractors, and service providers.

COVID-19 PRECAUTIONS: IDA employees are required to be fully vaccinated or obtain a formal religious or medical exemption. In-office health protocols for employees with exemptions include regular testing and wearing of a qualified mask as determined by IDA.

SALARY: \$70,000-\$78,000 per year and comprehensive benefits package.

BENEFITS:

- Health insurance
- Dental insurance
- Vision insurance
- Retirement plan
- Paid time off
- Flexible schedule
- Professional development assistance
- 401K
- Commuter benefits

ABOUT IDA:

The International Downtown Association (IDA) is the premier organization for urban place professionals who are shaping and activating dynamic city center districts. Our members are downtown champions who bring urban centers to life, bridging the gap between the public and private sectors. We represent an industry of more than 2,500 place management organizations, employing 100,000 people throughout North America and growing rapidly around the world. Founded in 1954, IDA is a resource center for ideas and innovative best practices in urban place management.

Please email a copy of your resume and cover letter to Allison Shashok, Vice President of Membership, Marketing & Operations at allison@downtown.org