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DIGITAL MARKETING SPECIALIST

REPORTS TO:

Marketing & Communications Manager

COMPANY BACKGROUND:

The Golden Triangle Business Improvement District (BID) is a dynamic organization that looks for talent to complement its existing team. As a key partner in enhancing the neighborhood and public space from the White House to DuPont Circle and 16th Street, NW to 21st Street, NW, the Golden Triangle BID works to enrich the neighborhood through its Ambassador cleaning program, landscaping and fun seasonal events. Founded in 1997, the Golden Triangle neighborhood has a diverse make up of over 31 million square feet of commercial office space; 4,000 businesses, 600 shops and restaurants, 7 hotels and 6 U.S. National Parks. The vision of the Golden Triangle BID is to maintain a vibrant downtown that keeps visitors and stakeholders engaged and returning to enjoy everything the Golden Triangle neighborhood has to offer.

SUMMARY:

The primary focus of the Digital Marketing Specialist is to implement the Golden Triangle BID's online communications strategy to ensure consistent messaging across multiple online networks, increase brand awareness, generate inbound traffic, and encourage engagement online and in the neighborhood. Reporting to the Marketing & Communications Manager, the Digital Marketing Specialist will interact with others to create online promotional content and creative concepts in support of a variety of Golden Triangle programs and services.

PRIMARY DUTIES AND RESPONSIBILITIES:

- Responsible for developing creative concepts and content for a number of online and offline promotional channels to ensure all messages are bold, strategic, timely, and on-brand.
- Execute online promotional tactics in support of marketing, communications, and outreach strategies, including live-tweeting, public contests, surveys, photo and video-sharing.
- Responsible for creating innovative content for the BID's website, social networks, mobile app and emails. Maintain online content on a day-to-day basis and respond to inquiries and comments from all social media channels in a timely fashion (willingness to collaborate with staff to resolve reader concerns/questions).
- Develop creative new ideas to integrate online initiatives with the BID's other communications channels. Work with the Marketing & Communications Manager to define the theme and content for major promotional campaigns.
- Assist in the development of online communication channels.
- Write and develop monthly e-newsletter and other promotional emails. Oversee the e-newsletter production process and editorial calendar.
- Stay current on emerging news topics by actively exploring online publications. Write online news releases and media advisories for all of our online platforms.

- Develop and maintain online guidelines, web style guide and training resources.

Digital Marketing Specialist

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- Participate in strategic marketing meetings with in-house staff and outside marketing groups.
- Demonstrate an understanding of content best practices with the ability to identify posts that need to be escalated to determine best course of action.
- Responsible for web page authoring and maintenance using HTML CSS and multiple content management solutions.
- Troubleshoot technical and system administration in support of all online content management systems. This includes working with contractors to address, resolve, and communicate any issues related to the features and functionality of the BID's online platform; providing technical support to members and staff; implementing new features as necessary.
- Update marketing/editorial calendars with online activities and campaigns.
- Advise on the production of new imagery for online platforms.
- Perform other duties as assigned.

QUALIFICATIONS:

- Bachelor's degree with concentration in Marketing, Journalism/Media, Communications, Business or any other related field.
- Minimum three to five years of professional experience working with online social networks and producing creative content in support of marketing initiatives.
- Exemplary verbal and written communications skills (including experience proofreading).
- Excellent interpersonal skills, including the ability to work effectively with a broad range of people and positions.
- Ability to combine creativity with strategic thinking and effective project management.
- Qualitative results using the following social media channels: Facebook, Twitter, Youtube, Instagram, FourSquare, and LinkedIn.
- Proven ability to meet deadlines and successfully manage multiple projects simultaneously.
- Computer proficiency in online content management systems and Microsoft Office suite including Excel and Word; Working knowledge of HTML; CSS a plus.
- Strong work ethic, detail-oriented.
- Ability to take action quickly and think creatively.
- Will be expected to spend time outside during community outreach events and/or campaigns.

