

ASSOCIATE DIRECTOR OF MARKETING & COMMUNICATIONS

COMPANY BACKGROUND:

Founded in 1997, the Golden Triangle Business Improvement District (BID) encompasses 43 square blocks in Washington DC's central business district. Situated just north of the White House, the BID implements a wide variety of programs and initiatives to support the neighborhood's status as a premier business destination and a global attraction. The BID's programs include fundamentals such as street cleaning, emergency preparedness, and homeless outreach, as well as others such as events and activation, capital projects, urban planning, retail attraction, and economic development.

The BID is a non-profit 501(c)(6) corporation with twelve employees and a broad mission. It is funded by assessments on commercial properties and is governed by an elected Board of Directors. The Golden Triangle is currently one of 10 business improvement districts in the District of Columbia. It also maintains an affiliate relationship with the Golden Triangle Charitable Corporation, a newly formed 501(c)(3) charitable corporation.

SUMMARY:

The Golden Triangle BID is looking for a strategic, high energy, results-oriented, and experienced marketing and communications professional to complement its mission driven staff. The Associate Director of Marketing and Communications will develop and manage a comprehensive program that promotes the BID's many programs to a wide group of audiences. This is an ideal position for a strategic self-starter who loves cities and has a natural curiosity about the central business district and the innovative work that business improvement districts undertake.

The Associate Director of Marketing and Communications reports to the Senior Director of Finance and Administration.

PRIMARY DUTIES AND RESPONSIBILITIES:

- Develops and manages a strategic and comprehensive communications program that includes branding, marketing, media relations, digital media, and community relations to support BID goals.
- Tells the story of the BID area and organization to a wide range of audiences and through a wide range of outlets, including the print collateral, social media, annual reports, media, and visual identity/branding on the street. Audiences include property owners/investors, government stakeholders, large tenants, funders, restaurants and retailers, tourists, and the general public.
- Manages one direct staff and several contractors including graphic designers, media relations firm, website support, and others.
- Manages, organizes, and rolls out comprehensive communication projects and programs according to deadlines.
- Writes a variety of documents such as:
 - communications plans and creative briefs to align messages across channels
 - annual reports, fundraising brochures, and other stakeholder documents
 - digital copy, news releases, and media advisories
 - other collateral materials
- Reviews and approves all BID messages, events, promotions, and partnerships to ensure that they align with the BID's strategic goals and brand, and consistently reflect communications plans. Rewrites, proofreads, and edits copy.

- Responsible for working with designers and other stakeholders for BID's brand look on publications, presentations, street elements.
- Works with BID personnel to understand the BID's many programs and initiatives to identify communications opportunities. These programs include planning, economic development, operations, emergency preparedness, sponsorship and development, and events and activation.
- Advises senior leadership on new initiatives and campaigns that would move forward the BID's brand and goals.
- Works with the real estate community, including developers and brokers, to support economic development and attraction of office and retail tenants.
- Builds relationships with retailers, media, government agencies, and other key partners such as Washington DC Economic Partnership, Restaurant Association of Metropolitan Washington (RAMW), and Destination DC.
- Undertakes special projects and performs other duties, as assigned.

QUALIFICATIONS:

Experience

- 7+ years of related professional experience that includes a mixture of public relations, electronic communications, and publication production.
- Prior experience must demonstrate a strategic, detail-oriented and deadline-driven approach to assignments.
- At least 2 years of experience directly managing full time staff; proven experience managing contractors and projects.

Skills

- Excellent verbal and written communication skills; strong editing and proofreading skills; strong eye for design.
- Demonstrated ability to produce high quality, well designed marketing materials on a tight timeline.
- Strong leadership skills, a self-starter, passionate communicator, and a strong commitment to the BID's mission.
- Website and social media management experience required; website development experience preferred.
- WordPress, Adobe Photoshop, Illustrator, InDesign, and Mail Chimp a plus.

Must enjoy working in a dynamic, fast-paced, collaborative, and creative environment on a variety of initiatives ranging from operations to marketing to strategic planning to safety and security.

Must have a strong commitment to the Golden Triangle's mission and a desire to learn all facets of the BID's various programs.

EDUCATION:

- Bachelor's Degree in journalism, communications, marketing or a related field.

Work Expectations: Post-COVID, this position is based out of the BID's office on a daily basis during standard work hours. As a member focused position, in person presence is essential.

Apply: Send cover letter, resume and three references to search@capacitypartners.com by November 5th. Note "Golden Triangle BID Associate Director Communications" in subject line.