



## COMMUNICATIONS MANAGER

### REPORTS TO:

Associate Director of Communications

### COMPANY BACKGROUND:

The Golden Triangle Business Improvement District (BID) is a dynamic organization that enhances Washington DC's 44-square-blocks stretching from the White House to Dupont Circle. The Golden Triangle BID works to enrich the neighborhood through its Ambassador cleaning program, public space improvements, economic development initiatives, promotions, and outdoor events. Founded in 1997, the Golden Triangle BID maintains a vibrant downtown that encourages reinvestment in the neighborhood, and keeps visitors and stakeholders engaged and returning to enjoy everything the Golden Triangle neighborhood has to offer.

### PRIMARY DUTIES AND RESPONSIBILITIES:

The Golden Triangle BID seeks a communications professional who will develop and implement a wide range of communications and marketing projects in support of the BID's strategic plan. The ideal candidate will demonstrate excellent communication skills and experience crafting and executing communications plans, maintaining a website, managing social media, conducting media outreach, managing vendors, and staffing events. The Communications Manager will work across the BID on a variety of innovative initiatives that strengthen the Golden Triangle's position as a thriving community for shopping, dining, working, and experiencing culture and entertainment. This role will report to the Associate Director of Communications.

- Drafts and implements communications plans for BID projects, events, and promotions, using a wide range of tactics that include online communications, printed collateral materials, earned media, etc.
- Creates and disseminates innovative content that aligns to the BID's brand voice. Upholds brand standards for the BID's website, social networks, e-newsletters, print materials, mass emails, and other communications.
  - Maintains online content on a day-to-day basis.
  - Responds to inquiries and comments from all social media channels in a timely fashion (collaborating with others on the staff to resolve reader concerns/questions).
  - Evaluates effectiveness of communications efforts using analytics.
- Drafts news releases. Develops and maintains targeted media contact lists. Tracks and records media placements.

- Develops and produces printed collateral and materials that support BID goals using Adobe Illustrator, InDesign, Photoshop or other desktop publishing software. Works with printers and graphic designers to produce materials as necessary.
- Maintains photo library.
- Manages audience lists to ensure appropriate messages reach targeted audiences.
- Collaborates with vendors for public relations, graphic design, printing, photography, website maintenance/design, and others as assigned.
- Serves as BID staff for public events. Coordinates with appropriate internal and external stakeholders to assist with producing high-quality, engaging activations that attract large audiences.
- Other duties as assigned.

#### **QUALIFICATIONS:**

- Bachelor's Degree.
- 4-6 years of related experience in communications, public relations, marketing and/or government relations.
- Excellent verbal and written communications skills.
- Strong attention to detail.
- Must have a passion for the mission of the BID and contributing to recovery efforts.
- Self-motivated, with the ability to work in a fast-paced and collaborative environment that requires balancing multiple priorities and deadlines.
- Willingness to work outside and/or evening hours. Some evening hours are typically required during event season (April – October).
- Knowledge of or willingness to learn Word Press, Adobe Creative Suite (Photoshop, Illustrator, and InDesign), Mail Chimp, Google Analytics, Salesforce, and Hoot Suite.
- Digital media experience, including social media administration.
- Demonstrated ability to exercise critical thinking and sound judgement.

**Work Expectations:** Post-COVID, this position is based out of the BID's office on a daily basis during standard work hours. Occasional outdoor work in support of events

and special projects may be required. As a member focused position, in-person presence is essential.

**Apply:** Send cover letter and resume to [elizabeth@p3hired.com](mailto:elizabeth@p3hired.com) by January 7, 2022. Please note "Communications Manager" in subject line.

*Golden Triangle Business Improvement District provides equal employment opportunities to all applicants for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, age, or disability.*