

Senior Manager of Communications

The Golden Triangle Business Improvement District (BID) is seeking an experienced **Senior Manager of Communications** to help tell the story of the Golden Triangle and support the neighborhood's continued evolution and economic vitality.

Working across the organization and as part of the Marketing and Communications team, this position will develop clear, compelling communications that articulate the value of the Golden Triangle, strengthen its brand, and promote the BID's programs and priorities. The Senior Manager of Communications will translate complex and varied information into persuasive messaging, reports, presentations, campaigns, and other materials for both business (B2B) and consumer (B2C) audiences.

The ideal candidate is an exceptional writer and strategic communicator who can move comfortably between big-picture positioning and hands-on execution. This role requires strong collaboration, sound judgment, excellent project management skills, and the ability to manage multiple priorities in a fast-moving environment.

About the Golden Triangle

The Golden Triangle Business Improvement District (BID) is leading a once-in-a-generation reimagining of its 172-block-area stretching north of the White House to Dupont Circle in the middle of downtown Washington, DC. Historically a business-centric area, the Golden Triangle has started transforming into an increasingly mixed-use neighborhood. Current market conditions and the existing strengths of the neighborhood create many unique opportunities to catalyze more mixed-use development.

Primary Responsibilities

Strategic Communications & Messaging

- Develop clear, compelling communications that advance the BID's organizational goals, programs, and priorities.
- Support executive communications and the rollout of a multi-year organizational repositioning and brand strategy.
- Develop and refine key messages, talking points, value propositions, reports, presentations, and other communications materials.
- Translate complex or disparate information into concise, audience-focused narratives.
- Partner with teams across the organization to identify communications needs and develop effective approaches for reaching key audiences.

Brand & Marketing

- Serve as a brand expert and ensure communications and marketing materials consistently reflect the Golden Triangle's positioning, voice, and visual identity.
- Support the long-term rollout and implementation of the BID's rebrand across programs and communications channels.
- Develop communications and marketing campaign strategies in collaboration with the Marketing and Communications team, other BID staff, and external partners.
- Create targeted advertising messages and provide direction to designers and other creative partners.
- Coordinate with the Marketing and Communications team to deliver content across social media, the BID website, newsletters, signage, media, presentations, and virtual and in-person meetings.

Media Relations

- Develop media materials including press releases, pitches, talking points, statements, and other content.
- Build and maintain relationships with relevant reporters and media outlets.
- Identify opportunities for earned media coverage and proactively pitch stories that advance the BID's priorities and strengthen awareness of the Golden Triangle.
- Manage news conferences in their entirety, from planning through execution and follow up. Liaise with the Member and Government Services team for news events involving government representatives.

Project & Vendor Management

- Develop and manage detailed project and production schedules, ensuring deadlines, deliverables, and responsibilities are clearly defined and tracked.
- Coordinate external vendors and consultants, including graphic designers, printers, photographers, media and advertising partners, and other creative resources.
- Manage multiple projects and competing priorities while responding effectively to emerging needs and opportunities.

Qualifications

- Bachelor's degree in communications, marketing, public relations, journalism, or a related field; master's degree a plus.
- 5–7 years of relevant professional experience in communications, marketing, public relations, branding, or a related field.
- Exceptional writing and editing skills, with demonstrated experience communicating effectively with both B2B and B2C audiences.
- Experience supporting or implementing an organizational rebrand, repositioning effort, or other major brand initiative.

- Demonstrated ability to develop compelling value propositions and translate complex information into clear, persuasive narratives.
- Strong project management skills, including experience developing schedules, coordinating contributors, tracking deadlines, and ensuring accountability.
- Experience developing media materials, cultivating media relationships, pitching stories, and securing earned media coverage.
- Collaborative working style and demonstrated ability to contribute effectively within cross-functional teams.
- Ability to manage multiple priorities and projects with agility, attention to detail, and sound judgment.
- Interest in learning about the real estate, business, government, and community stakeholders and processes that influence investment and development in the Golden Triangle.

Preferred Qualifications

- Experience in economic development, commercial real estate, place management, destination marketing, or a related field.
- Experience planning or purchasing paid media and advertising.
- Experience working with a business improvement district, membership organization, economic development organization, or other place-based organization.
- Experience working with the embassy community is a plus.

Work Expectations

This is a full-time position with a hybrid work schedule.

Application

Resume and letter of interest should be submitted to careers@p3hired.com.

Golden Triangle BID offers a generous benefits package including paid leave, paid holidays, employer sponsored health care coverage, employer sponsored 401K plan.

Golden Triangle BID 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.