

DOWNTOWN PARTNERSHIP OF BALTIMORE

Job Description: Vice-President Marketing and Communications

The Vice-President of Marketing and Communications of Downtown Partnership of Baltimore (DPOB) has responsibility for all Downtown Partnership of Baltimore internal and external Marketing, Public Relations, Communications, Events and Advertising. Reporting to the Chief of Marketing Officer the Vice-President of Marketing and Communications is responsible for the creation of marketing materials, press and media relations, special events, presentations, briefing memos, talking points and key performance indicators (KPIs) to support both the Downtown Management Authority (DMA) and Downtown Partnership of Baltimore.

Essential Functions:

The Vice-President Marketing and Communications is responsible for marketing and advertising campaigns, annual programming, events strategy, public relations, and communications to support the strategy, vision, purpose and annual goals of DPOB and DMA.

- Develop and execute marketing and advertising campaigns along with related support materials to increase the awareness and distinctive qualities of Downtown Baltimore
- Lead brand strategy for Downtown Management Authority and Downtown Partnership of Baltimore as stewards of Downtown
- Develops a strategy for annual programming which builds community, activates public spaces, and strengthens the economic viability of Downtown Baltimore neighborhoods
- Oversees public relations and internal/external communications including social media, video channels, podcasts, websites, and crisis communications
- Management of Marketing and Event program activities and budgets to include all related DPOB team members and relevant outside vendors, contractors and consultants
- Collaborates with Economic and Business Development colleagues on building relationships with members, partners and stakeholders to support development objectives and business attraction and retention

Roles and Responsibilities:

Promotes Downtown as a place to live, work and do business to all residents, community leaders, member and marketing partner organizations

- Proposes and manages advertising and promotional activities for DPOB and DMA
- Collaborates with other Baltimore agencies and organizations to integrate DPOB messaging and programming with external initiatives (e.g., BOPA, Visit Baltimore, Live Baltimore, BDC, EAGB, GBC, Baltimore Orioles & Ravens)

- Spokesperson for DPOB advocating for its accomplishments, highlighting its programming, member and sponsorship events
- Represents DPOB at related sponsor, member and community meetings; liaison for Board led Partners Committee
- Traffic deadlines among team members, reviews and edits deliverables and executes marketing plans tactically across initiatives
- Collaborates with Vice President of Economic Development on annual reports to include State of Downtown, Downtown Development Report and Real Estate Activity Reports
- Works together with the Business Development team for effective sponsor recruitment and fulfillment
- Manages press and media alerts, oversees Public Relations contractor while building relationships with media and stakeholders
- Creates run of show and talking points for all DPOB events
- Identifies speaking roles for leadership staff which will enhance visibility of DMA and DPOB
- Assesses effectiveness of programs and growth of new media audiences, event attendance and improved perceptions about Downtown
- Responsible for all program activities to include required resources, proposed contracts, financial timeline and budget consideration, staffing requirements and related vendors, contractors or consultants
- Executes program activities in a collaborative manner in conjunction with Operations and Finance teams
- Supports Leadership team by preparing marketing metrics, presentations and Board reports quarterly or on an ad hoc basis
- Collaborates with internal departments to share the success of other teams' initiatives and accomplishments
- The list of duties and responsibilities is not intended to be all-inclusive and may be expanded to include other duties and responsibilities deemed appropriate or necessary

Skills & Experience

- Minimum of 10 years' experience with nonprofit, governmental or public facing organization with an emphasis on media activities
- Demonstrated relationship and management experience in a Small and Mid-sized Enterprise
- Direct supervisory experience of a multi-functional team
- Proven ability to identify, target and reach multiple audience segments using a variety of tools
- Experience planning and executing public events, including media events
- Demonstrated ability to move the needle of success
- Ability to establish and maintain credibility and trustworthiness
- Exceptional interpersonal skills

Qualifications

- Bachelor's Degree in Marketing, Communications, or related field is required; Master's Degree preferred.
- Minimum of 10+ years' experience in the Communications field with demonstrated ability to lead successful marketing programs

- An experienced public speaker with the ability to be clear and direct in both written and verbal forms of communications
- Experience in planning and executing public events to include outdoor programming
- Experience with Customer Relationship Management (CRM) systems and Salesforce preferred
- Solid knowledge of SEO, web analytics and Google AdWords
- Extensive experience with presentation and visualization skills, including Microsoft Office, Adobe suite, Canva, WordPress, Eventbrite, email platforms, QR codes, and survey platforms
- Excellent analytical, problem-solving, and decision-making skills
- Commitment to leading multicultural and inclusive teams to uplift values around diversity, equity, and inclusion, which fosters mission-driven work.
- Genuine excitement for Downtown Baltimore, with experience in placemaking and storytelling preferred
- Baltimore City metropolitan area resident preferred
- Internal DPOB candidates require a completion of a successful six-month experience indicated by a lack of disciplinary actions

Supervisory Responsibility

At this time the position is responsible for four direct reports and multiple external relationships but is subject to change based on the business needs as directed by the Chief Marketing Officer

Position Type/Expected Work Hours

- This is a full-time non-exempt position on site at DPOB – 20 S. Charles Street, Baltimore, MD 21202
- Occasional evening and weekend work may be required as the job duties demand.
- The role reports to the Chief Marketing Officer.

Physical Demands

This position supports a variety of Downtown Partnership of Baltimore programs, including outdoor events.

- Regular use of arms, hands and fingers in a range of duties to include use of a computer keyboard, telephone and copier
- The ability to perform the job function successfully requires vision levels to include close, distance and peripheral vision
- The ability to traverse uneven terrain and carry objects up to 30 lbs is required

The physical demands described here are representative of those that must be met to successfully perform the essential functions of this position.