**How to Apply:** If you meet these qualifications, please provide your professional resume and references via email to info@downtowndelraybeach.com and call 561-243-1077 if you have any questions.

# Job Posting

## Delray Beach Downtown Development Authority, *Delray Beach, Florida*

**Strategic Marketing Manager** **$75,000–$85,000**

### Position Overview

The Strategic Marketing Manager leads all marketing, communications, and tourism promotion efforts for the DDA, including marketing management for Old School Square and its venues, events, exhibitions, and rental opportunities. Develops and executes integrated campaigns across digital, print, PR, and paid media channels and serves as the day-to-day lead for all agency and vendor relationships. Supervises the Marketing & Social Media Coordinator and works closely with the Downtown Event and Business Development Manager and Old School Square museum and event staff.

### Core Responsibilities

- Develop and manage the annual marketing plan, campaign calendar, and budget in partnership with creative agency.
- Lead all brand stewardship for the Downtown Delray Beach identity across all channels and materials
- Direct integrated destination and event marketing campaigns for Downtown Delray Beach and Old School Square
- Manage the Old School Square marketing plan, campaign calendar, and budget for the Cornell Art Museum, Amphitheatre, and Vintage Gym, in coordination with venue and museum staff
- Lead promotion of DDA & Old School Square exhibitions, concerts, community programs, and private event and venue rental opportunities through digital, print, email, and work with social media and PR partner on development and deployment of advertising
- Oversee all brand consistency, website content, social media strategy, and marketing agency deliverables; coordinate content and promotional timelines with museum and event staff
- Track and report marketing results, including audience engagement, attendance, ticket sales, and venue rental inquiries, to guide future campaigns
- Manage weekly agency meeting; serve as primary client contact for freelance designer, PR firm, and digital agency
- Oversee HubSpot email platform including segmentation, workflow strategy, and weekly sends
- Direct PR strategy; ensure media requests are triaged and escalated appropriately
- Manage Bandwango mobile pass programs, geofenced digital campaigns, and paid media strategy
- Oversee all print marketing collateral; Marketing agencies including Graphic Designer and PR
- Review and approve all DDA communications and marketing content before deployment
- Present marketing updates and campaign results to the DDA board as needed

### Partnership & Sponsorship Program (Onboarding & Fulfillment)

- Serve as operational lead for partnership onboarding
- Maintain the DDA's partnership fulfillment calendar; track all active partner deliverables
- Coordinate with designer and Marketing Coordinator to produce and deploy partner assets
- Prepare post-partnership recaps and share with Executive Director for renewal conversations

### Qualifications

- 5+ years of experience in destination marketing, place management, or integrated campaign management
- Experience managing agency relationships, marketing budgets, and multi-channel campaigns
- Proficiency with HubSpot or comparable CRM/email platform; strong social media strategy and content planning experience