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MARKETING MANAGER

ABOUT ATLANTA DOWNTOWN

Central Atlanta Progress, Inc. (C-A-P) is a private, not-for-profit corporation organized under section 501(c)(4) of the U.S. Internal Revenue Code. Governed by a Board of Directors of Atlanta's business leaders who are dues-paying members of the corporation, CAP is a community development organization that provides leadership, programs, and services to preserve and strengthen the economic vitality and quality of life of Downtown Atlanta.

The Atlanta Downtown Improvement District Inc. (A-D-I-D) founded in 1995 by CAP, is a not-for-profit corporation organized under section 501(c)(3) of the U.S. Internal Revenue Code. ADID is funded through a community improvement district within which private property owners pay special assessments and is governed by a Board of Directors of nine private- and public-sector leaders. ADID strives to create a clean, safe, hospitable, and vibrant environment for Downtown Atlanta.

Working side by side as "Atlanta Downtown" or ATL DTN – CAP and ADID - endeavor to continually grow the economic prosperity, elevate the quality of life and improve the image of Downtown Atlanta for businesses and the broader community.

POSITION BACKGROUND

The Manager, Marketing and Creative is responsible for the day-to-day management of the tasks required to organize ideas, images and information to execute communications and marketing campaigns that raise the profile and foster positive perceptions of ATL DTN and its affiliates.

ESSENTIAL FUNCTIONS & KEY RESPONSIBILITIES

Reporting to the Vice President, Communication and Engagement, the Manager will perform the following essential functions including, but not limited to:

- Develop and deploy marketing campaigns through media, advertising and social media channels in support of the range of ATL DTN programs, projects, and initiatives.
- Oversee internal (and external) marketing teams, promotional messaging, while ensuring they meet brand guidelines
- Deliver – via direct in-house creation and/or external contract management - collateral (digital/print) from concept to execution for all marketing and communications programs.
- Manage design and content of all ATL DTN and affiliated websites to ensure a unified and dynamic organizational image that communicates effectively across a range of key platforms, including crafting new content to support programs and initiatives.

- Manage social media efforts, both internal and external resources, in support of all ATL DTN programs and initiatives including efforts to grow exposure.
- Generate social media and web analytics reports
- Manages photo shoots and library of photography and marketing images
- Maintain brand standards for all programs, platforms, and campaigns
- Manage budgets related to creative production
- Performs administrative functions that support CAP's marketing efforts, including maintaining contact lists, event lists, shared drive content, news and media clippings.
- Other duties that may be assigned related to the administration and execution of ATL DTN communication, engagement and marketing programs.

QUALIFICATIONS DESIRED

This position requires a combination of skills, knowledge, and experience including, but not limited to the following.

- A bachelor's degree in marketing, business, communications, or other related field.
- 5+ years paid work background in a professional setting ideally related to marketing and communications. Experience working for a creative or marketing agency is a plus.
- Understanding and appreciation of Atlanta Downtown's mission and genuine enthusiasm for fostering vibrant Downtowns that are diverse, inclusive, and accessible.
- Proven project management capabilities and leadership skills.
- Enjoy operating in a complex, client-facing environment including the ability to prioritize and handle simultaneous projects with multiple vendors and partners.
- Creativity and the ability to thrive and work effectively independently and as a part of a team.
- Exceptional level of detail orientation, the ability to prioritize and organize multiple projects, meet deadlines, problem-solve, and multi-task.
- Strong written and verbal communication skills are necessary.
- Proficiency in Microsoft Office (Excel, Word and PowerPoint) is required. Must be proficient in graphic design (Adobe Suite experience-InDesign, Illustrator and Photoshop), metrics/ analytics programs, and website platforms including content management systems.

COMPENSATION

Employment, including benefits, is provided through Central Atlanta Progress, Inc. CAP is an equal opportunity employer and will consider all qualified applicants for employment without regard to age, disability, religion, creed, political affiliation, race, color, sex, marital status, sexual orientation, or national origin.

CAP offers a competitive benefits package including health insurance, dental insurance, short-term disability, and a 401(k) savings program. The salary range for this role will be commensurate with experience and skills and is expected to be between \$60,000 and \$70,000 per annum.

This is a full-time, 40-hours per week, on-site in-person exempt position.

Full COVID-19 vaccination is required.

APPLICANT INSTRUCTIONS

Interested applicants should e-mail their letter of interest and a resume to HumanMarketing@atlantadowntown.com. Only those applicants deemed qualified will be contacted. No phone calls, please.