



111 Monument Circle, Ste. 250
Indianapolis, IN 46204
(317) 237-2222
www.DowntownIndy.org



Title: Director of Marketing and Brand Strategy

Organization: Downtown Indy, Inc.

Organization Overview: Downtown Indy, Inc. exists to improve the vibrancy of Downtown. It is action-oriented and addresses critical issues that impact Downtown's growth and well-being. DII focuses on the management, operations, marketing, and activation of Downtown Indianapolis. DII has a strong team environment where success depends upon collaboration and coordination within the organization and with external stakeholders including property owners, businesses, residents, and government entities. Marketing and communications are at the core of our organization's identity – since the organization's founding in 1993, DII has been tasked attracting residents and visitors from across Central Indiana and helping to amplify the message of Downtown.

Position Overview: As the Director of Brand Strategy for Downtown Indy, Inc., you will play a pivotal role in shaping the image, voice, and outreach strategies of our organization. You will be responsible for overseeing a team tasked with telling the story of a vibrant Downtown Indianapolis. This position requires a dynamic individual who can identify opportunities to support members, stakeholders, and DII lead initiatives and collaborate closely with partners to market Downtown Indianapolis to a Central Indiana and statewide audience.

Key Responsibilities:

- Develop and execute comprehensive brand strategies to enhance the visibility and reputation of Downtown Indy, Inc. as the trusted champion, convener, and steward for Indianapolis's downtown/central business district.
- Serve as the primary point of contact with external advertising agencies, contractors, and relevant industry partners.
- Lead the design and implementation of creative marketing campaigns and initiatives aimed at promoting our district's unique offerings, events, and attractions, as well as DII-driven events such as Spark on the Circle, Circle of Lights, 4th Fest, etc.
- Manage all aspects of social media and digital marketing efforts, including content creation, community engagement, and analytics tracking to drive audience growth and engagement, as well as provide added value to existing and potential members.
- Quickly responds to topical developments and breaking news with relevant and timely content and communication strategies that engages members, stakeholders, and property owners.
- Work with the DII team to cultivate relationships with local and regional media outlets to secure press coverage and manage public relations efforts to effectively communicate our organization's mission and achievements.



- Oversee the creation and maintenance of digital assets, including websites, newsletters, email campaigns, and multimedia content, ensuring alignment with branding guidelines and messaging objectives.
- Collaborate closely with internal teams and external partners, including DII member organizations, fellow non-profits, government agencies, and community stakeholders, to coordinate marketing efforts, leverage data and programmatic outcomes, and track district specific news in order to maximize impact on behalf of Downtown.
- Identify opportunities for district wide collaborative marketing efforts that foster collaboration and uplift a cross section of venues, events, programs, and businesses to a Central Indiana audience.
- Monitor industry trends, market developments, and competitor activities to identify opportunities for creativity and strategic growth.
- Develop and manage budgets, timelines, and performance metrics to measure the effectiveness of marketing initiatives and optimize resources allocation.
- Collaborate with senior leadership to manage internal communication and teambuilding, helping to build buy-in among Downtown Indy, Inc. staff around brand presence and strategy.
- Uphold and promote the values and mission of Downtown Indy, Inc. in all communications and interactions, fostering a positive and inclusive image for the organization and the area.

Qualifications:

- Bachelor's degree in Marketing, Communications, Business Administration, or related field.
- Proven experience (5+ years) in brand management, communications, marketing, or related roles, with a strong track record of success in developing and implementing integrated marketing campaigns.
- Strong project management skills, including the ability to multitask, prioritize competing demands, and meet deadlines in a fast-paced environment.
- Excellent communication skills, including writing, public speaking, and interpersonal communication, with the ability to articulate complex ideas clearly and persuasively.
- Demonstrated understanding of digital marketing, social media management, and content creation, with proficiency in relevant tools and platforms.
- Strategic mindset with the ability to analyze data, identify trends, and translate insights into actionable strategies and recommendations.
- Collaborative spirit and ability to build consensus and drive collective action towards shared objectives.
- Commitment to diversity, equity, and inclusion principles, with a desire to contribute positively to the social and cultural fabric of our community.



111 Monument Circle, Ste. 250
Indianapolis, IN 46204
(317) 237-2222
www.DowntownIndy.org



Supervisor: President/CEO

Compensation: This position is expected to pay between \$62,500 and \$82,500, based on the candidate's experience, qualifications, and expertise.

Join us in our mission to revitalize and promote Indianapolis's downtown/central business district as a vibrant hub of commerce, culture, and community. If you are a creative thinker, strategic leader, and passionate advocate for Downtown Indianapolis, we invite you to apply for this exciting opportunity to make a meaningful impact.