



### **Brand Marketing Manager**

The Brand Marketing Manager is a key member of the marketing, communications, and events team at National Landing Business Improvement District. They are our most passionate visual storyteller, responsible for delivering a captivating brand identity for one of the fastest growing districts in the region. They will actively participate in evolving the visual identity of the National Landing brand, working in concert with their colleagues in communications to perfectly pair art and copy to deliver effective, cutting-edge messages and campaigns. The ideal candidate is a self-starter and innovative thinker, has unmatched attention to detail and project management skills, and is an aspiring creative director with the ability and interest to provide creative input and direction for all brand touchpoints, including swag, event décor/design, website wireframes, video campaigns, presentation decks, and more. The Brand Marketing Manager thrives in a fast-paced, strategic, and collaborative environment. This person should be a highly motivated and organized individual who can manage simultaneous projects, programs, and deliverables, efficiently and effectively. This person will report directly to the Director of Marketing & Communications.

### **Primary Job Responsibilities**

- Project manage the development of and implement a comprehensive brand identity system to address and advance recurring design needs for marketing campaigns, reports, events, communications messaging, and placemaking initiatives for National Landing
- Manage a robust visual identity system across all channels with clear, consistent, and refined graphics, photography, videography, data visualization, mapping, and any other visual communications elements
- Develop, update, and maintain presentation decks, and other digital and print branded collateral as needed
- Identify, maintain, and grow relationships with influencers, community ambassadors, strategic partners, media and external content channels
- Work closely with communications colleagues to measure impact and set benchmarks for social media, email newsletters, marketing campaigns; use data to measure and improve marketing communications touchpoints
- Work closely with events colleagues to deliver visually appealing, brand-aligned, sustainability-forward event décor, design, backdrops, immersive experiences, and swag
- Support BID events, programming, and logistics with creative strategies as well as on-site presence, as needed
- Keep ahead of competitive market and industry trends to advance brand identity best practices for National Landing, as an organization and a distinctive community
- Provide creative direction to and project manage vendors, such as photographers, videographers, graphic designers, art directors, advertisers, and partners on creative projects
- Support content development for brand/BID publications, marketing collateral, press materials, presentations, proposals, remarks, statements, website content, social media and events
- Ability to creatively conceptualize, storyboard and design digital marketing content
- Manage graphic and video asset production with creative agencies to achieve cohesive creative across brands and platforms; ensures creative representation is consistent and on-brand
- Attend external meetings and serve on committees as assigned
- Other duties as assigned

## **Required Skills/Qualifications**

- Bachelor's degree in graphic/industrial design, visual storytelling, photography/videography, marketing, public relations, communications, journalism, architecture, urban planning, or related field
- At least five years of relevant experience with design, project management, vendor relations, marketing, communications, social media, reports/publications/layout, photography/videography management
- Must be a talented and creative designer with demonstrated experience in designing for a variety of deliverables: from printed reports to LED digital backdrops
- Advanced user of Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro); Microsoft Office Suite; Canva
- Creative thinker and doer with a passion for design, architecture, urban planning, and placemaking; with knowledge of the latest trends and best practices that drive action
- Ability to multi-task and prioritize projects, with strong organizational skills
- You are enthusiastic and enjoy working in a dynamic, flexible, fast-paced environment

The National Landing BID offers competitive salaries, excellent benefits, and a convenient Metro accessible location. The BID is an Equal Opportunity Employer. The BID celebrates diversity and is committed to cultivating a highly talented workforce and provide a welcoming, inclusive, collaborative, and fun work environment, where work-life balance is valued for every employee.

## **We look forward to hearing from you!**

To apply, please provide portfolio/work samples and resume to [careers@nationallanding.org](mailto:careers@nationallanding.org) with a subject line of "Brand Marketing Manager."

## **About the National Landing Business Improvement District**

The National Landing BID a nonprofit public-private partnership that serves as the place management organization for the National Landing neighborhoods of Crystal City, Pentagon City, and Potomac Yard. We're storytellers, placemakers, idea champions, and community builders. We bring people together through placemaking, public art, transportation, economic development, events, marketing, and promotion.

Already Virginia's largest walkable downtown, National Landing is in the midst of an exciting renaissance driven by billions of dollars in public and private investment that will deliver new and enhanced housing, offices, parks, transportation and infrastructure in the coming years.

## **Our mission, vision, and values**

Mission: To serve as champions for the National Landing neighborhoods of Crystal City, Pentagon City, and Potomac Yard

Vision: National Landing will redefine downtown as a dynamic, mixed-use, urban center with vibrant streets, playful programming, next generation mobility, world-class parks, and human-scaled design. Our future is sustainable and innovative, with a strong economy and inclusive community.

Values: Collaborative, creative, design-forward, fun, inclusive, innovative, people-centered, sustainable