



**Vice President of Marketing & Communications
National Landing Business Improvement District
Arlington, VA**



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ABOUT the National Landing BID

[The National Landing Business Improvement District](#) is a non-profit organization that thrives on its strong private-public partnership with Arlington County and local property owners. Formerly known as the Crystal City BID from 2006 to 2020, this membership coalition continuously promotes and activates the local business, retail, restaurant, and residential community through placemaking, public art, transportation, economic development, events, marketing and promotion. The Crystal City BID officially expanded its boundaries in 2020 and is now known as the National Landing BID unifying the interconnected and thriving neighborhoods of Crystal City, Pentagon City, and Potomac Yard in Arlington, Virginia. This includes more than 26,000 residents, nearly 12 million square feet of office space, approximately 5,900 hotel rooms and over 450 restaurants and shops.

Already Virginia's largest walkable downtown, National Landing is in the midst of an exciting transformation 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. The National Landing BID is helping to steer this growth in ways that are sustainable and enhance the area's diversity and livability.

For more information, visit on [Twitter](#), [Facebook](#) and [Instagram](#).

Despite the current pandemic, the National Landing area is on the cusp of a massive transformation with billions committed in public and private investment, Amazon's selection as a second headquarters location, and a vibrant residential, hotel, and business community. The BID is strengthening the experience and identity of this urban center through placemaking, public art, transportation, economic development, events, and marketing/promotion.

The organization has undergone a major overhaul in the last two years. Since August 2018, the organization has hired a new Executive Director, completed a comprehensive [strategic planning](#) process, launched the area's new name and brand identity, successfully expanded the BID's geographic area by 76% percent, and welcomed a nearly \$2 million increase in annual budget effective July 1, 2020. With this geographic, programmatic, and budgetary expansion, the BID is anticipated to more than double the size of its current operation.

Check out how National Landing is an urban center, reimagined, and how three neighborhoods are stronger together through this [1 minute VIDEO](#).



The OPPORTUNITY:

The National Landing Business Improvement District (BID) is seeking a creative, energetic, and experienced communications professional to serve as the organization's first **Vice President of Marketing & Communications**. The role reports directly to the President/Executive Director.

Your MISSION:

This new senior-level position will lead all aspects of the BID's marketing and communications efforts at an exciting juncture for both the neighborhood and the BID organization. You will motivate and mentor a growing, high-energy team, that celebrates the diversity and uniqueness inside our organization and within our community at large. This is a builder role, where you will create and lead the BID's overall marketing and communications strategy, inclusive of developing content, overseeing exciting events and activations, elevating a new brand and engagement strategy, building strong media relationships, directing advertising and promotion, expanding partnerships/sponsorships, and maintaining an engaging social media presence and digital strategy. You will strengthen relationships and outreach to stakeholders and businesses and tell the exciting story of the area's transformation. You will enhance business attraction and promote hospitality/tourism, while strengthening BID visibility and vibrancy in the community. You will be responsible for the work plan, budget, operations, and staff for two BID service areas/programs: Marketing & Promotion and Community Events & Outreach, which has a combined operating budget of over \$1.7 million.

Your CHARGE:

- **Program & People Management:** Direct the work plan, budget, operations, and staff for two BID core service areas: Marketing & Promotion and Community Events & Outreach, which has a combined operating budget of over \$1.7 million. Implement Strategic Plan for relevant thematic areas and the design and delivery of communications and marketing plans. Manage the work programs and efforts of the Events Director, Communications & Brand Manager, and Marketing & Outreach Coordinator. Cultivate a high-performance, high-energy culture with a strong, collaborative team dynamic.
- **Communications:** Develop a comprehensive communications strategy across platforms and identify public relations opportunities, goals, and tactics for the BID that support the organization's strategic plan and mission. Manage production of all publications and marketing collateral and oversee content development including for press materials, presentations, proposals, remarks, statements, testimony, website, marketing campaigns, social media, events.
- **Marketing and Promotion:** Lead the next phases of the new brand identity and marketing strategy across various platforms as part of the BID's rebranding and organizational expansion efforts including the development and production of creative campaigns with advertising/design agency, the placement of creative advertising. Develop tourism/hospitality-oriented promotions with partner organizations. Lead market research initiatives and coordinate cross promotion via media and digital/social channels.
- **Press/PR/Media Relations:** Serve as a spokesperson for the National Landing BID and develop proactive, effective and compelling media messages and story ideas. Working with PR partner, secure coverage for the BID and the District that furthers its mission and objectives. Create and maintain a calendar of PR-worthy moments, milestones, announcements, etc., and monitor news coverage. Develop relationships with local media relevant to the BID and proactively cultivate media coverage aligned with the PR Strategy.

- **Public Affairs/Outreach and Engagement:** Identify speaking opportunities for BID senior leadership that will enhance the visibility of the neighborhood and the work of the BID. Oversee public affairs and constituent relations with a focus on building and maintaining relationships with small business owners, property owners, managers, and tenants regarding BID services and initiatives. Maintain and improve the constituent and stakeholder databases. Develop effective working relationships with county and public officials. Create meaningful collaborations with community stakeholder organizations on behalf of the BID.
- **Events and Programming:** Develop annual programming and events strategy and goals to be implemented by staff (300+events/year) that builds community, activates public space, and strengthens the identity of National Landing. Utilize strategic partnerships and sponsorships to deliver programming, support mission, and extend reach and impact of the BID.
- **Business Attraction and Support:** Develop marketing materials for tenant attraction initiatives and cultivate relationships with real estate broker community. Strengthen hospitality, tourism and retail/restaurant sectors through outreach, marketing, and promotional programs.
- **Additional Responsibilities** as assigned by the President/Executive Director.

Your LEGACY:

You built and defined the marketing and communications function for a growing non-profit organization that is shaping and strengthening Virginia's largest downtown. Because of your efforts, people now know National Landing as an exciting and evolving urban center, and great events and programming have bolstered the area's vibrancy and appeal.

Your EXPERIENCE and APPROACH:

- 10+ years of relevant work experience in professional marketing, communications, public relations, or advertising and experience managing a marketing/communications team
- A minimum of a bachelor's degree in marketing, communications, journalism, business, English or a related field is required; advanced degree preferred
- Experience in real estate, planning, non-profit or BID environment is a plus
- You have the *ability to motivate, lead and mentor* a growing team and have advanced business, leadership and management skills
- You have a genuine *excitement* about National Landing, urbanism, planning, real estate, and placemaking
- You have a *track record of building and executing critical communications plans*, marketing strategies, and social media campaigns and extensive media and public relations experience including pitching stories to media outlets
- You are an *exceptional storyteller* with written skills and history of developing content for different platforms and events
- You are a *compelling spokesperson* for the organization
- You have experience with *events management* and outdoor programming
- You have experience in community engagement and the ability to *cultivate relationships* and a commitment to maintaining *outstanding customer service*
- You are both a high-level, big picture *strategist* and results-oriented *implementer*
- You have experience and are committed to leading multicultural and inclusive teams. Your leadership uplifts values around *diversity, equity, and inclusion*, and fosters mission-driven work.
- You have strong graphic presentation and *visualization* skills (Adobe Suite, PowerPoint)
- 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. Creativity and entrepreneurial spirit are encouraged within the BID's fast-paced and talented team.

We look forward to hearing from you!

To apply, please provide cover letter and resume to Elizabeth Yoder @ elizabeth@p3hired.com with a subject line of VP of Marketing and Communications.

