



## Director of Marketing & Communications

The Director of Marketing & Communications leads 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 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, promoting exciting events and activations, elevating a new brand and engagement strategy, building strong media relationships, directing advertising and promotion, expanding partnerships/sponsorships, developing engaging content and collateral, and maintaining an engaging social media presence and digital strategy. This role provides marketing and communications support and services for all departments and programs within the organization. You will strengthen relationships and outreach to stakeholders and businesses and tell the exciting story of the area's transformation.

### Primary Job Responsibilities

- **Program & People Management:** Direct the work plan, budget, operations, and staff for the Marketing & Promotions program area with a budget of nearly \$1 million. Implement Strategic Plan for relevant thematic areas and the design and delivery of communications and marketing work plans. Manage the work programs and efforts of the Brand Marketing Manager and Marketing and Communications Manager as well as any interns and/or fellows. 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, newsletters, social media, and events. Oversee all social media management. Maintain responsibility for both B2C and B2B communications and collateral, working closely to support the communications needs of other departments and programs, as well as the Executive Director.
- **Marketing and Promotion:** Lead the next phases and evolution of the area's brand identity and marketing strategy across various platforms including the development and production of creative campaigns with advertising/design agency and 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. Oversee development of core metrics to assess success of marketing efforts.
- **Events Collaboration:** Collaborate with Director of Events and Activations to strategically identify and define the type, scale, tone, theme and content of events to ensure brand and marketing alignment and processes. Work together to develop

marketing strategy and creative assets for promotion of BID's robust portfolio of events.

- **Press/PR/Media Relations:** 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 and track news coverage. Serve as the primary point of contact for press and media and develop strong relationships with local media relevant to the BID and proactively cultivate media coverage aligned with the PR Strategy.
- **Public Affairs/Community Outreach and Engagement:** Identify speaking opportunities for BID senior leadership that will enhance the visibility of the neighborhood and the work of the BID.
- **Graphic Design/Creative/Brand Management:** Ensure a strong brand by overseeing a comprehensive brand identity system that informs all design collateral for the organization including reports, video, advertisements, presentations, maps, events and placemaking initiatives, and promotional items (i.e., swag). Ensure brand consistency across all designed products.
- **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.

#### Required Skills/Qualifications

- 8+ 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, design, architecture, non-profit or BID environment is a plus
- Experience using Microsoft Office, CMS, Mailchimp, and Sprout Social required; experience with Adobe Creative Suite strongly preferred
- You have the *ability to motivate, lead and mentor* a high energy 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 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, collaborative, flexible, fast-paced environment
- A valid driver's license is required for purposes of operating company motorized vehicle (owning a car not required)

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 [Careers@p3hired.com](mailto:Careers@p3hired.com) with a subject line of "Director of Marketing & Communications."

**About the National Landing Business Improvement District**

The National Landing BID is 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