

DIRECTOR OF MARKETING & COMMUNICATIONS

The Downtown Norfolk Council (DNC) is seeking a dynamic and results-driven leader to serve as the Director of Marketing & Communications. This role requires a strategic thinker with experience in marketing, communications, and event management, who is passionate about promoting Downtown Norfolk as a vibrant and thriving destination. The ideal candidate will possess a strong blend of creative vision, management expertise, and analytical skills to lead the marketing team, develop and execute comprehensive marketing plans, and drive brand engagement across multiple channels.

JOB PURPOSE

Reporting to the Vice President, the Director of Marketing & Communications will be responsible for overseeing all marketing, communications, and public relations activities for DNC. This includes managing the marketing team, developing and executing integrated marketing strategies, and promoting Downtown Norfolk, the NEON District, and Selden Market. The Director will also work closely with community stakeholders, businesses, and local organizations to drive the success of DNC's events, membership programs, and public relations initiatives.

ROLES & RESPONSIBILITIES

Essential functions of the Director of Marketing & Communications include but are not limited to the following:

- **Strategic Marketing Leadership:** Develop and implement comprehensive marketing strategies that support DNC's mission and promote Downtown Norfolk as a premier destination for residents, businesses, and visitors.
- **Team Management:** Supervise the Digital Marketing Strategist and the Events & Programs Manager, providing guidance, support, and leadership to ensure successful implementation of marketing and event programs.
- **Campaign Development & Execution:** Lead the creation and execution of marketing campaigns across digital, print, social media, and other platforms. Ensure all campaigns align with the organization's brand voice and goals.
- **Digital Marketing Oversight:** Oversee the DNC's digital presence across social media, website, and email platforms. Work closely with the Digital Marketing Strategist to develop and optimize online marketing strategies that drive engagement.
- **Event Promotion and Production:** Collaborate with the Events & Programs Manager to plan and promote DNC's signature events, including the Grand Illumination Parade, Holidays in the City, and other community-based initiatives.
- **Public Relations & Community Outreach:** Develop and execute public relations strategies that enhance the image of DNC and Downtown Norfolk. Cultivate relationships with local media, stakeholders, and partners to increase visibility.
- **Sponsorship Development:** Lead efforts to secure sponsorships and partnership opportunities to support DNC programs and events.

- **Budget Oversight: With the Leadership Team develop the annual marketing budget and then** manage the marketing budget and track expenses to ensure fiscal responsibility.
- **Content Creation & Management:** Oversee the creation of marketing materials, including brochures, newsletters, press releases, and website content. Ensure all materials are consistent with DNC's brand messaging.
- **Analytical Reporting & Strategy Refinement:** Use analytics and insights to measure the effectiveness of marketing efforts. Regularly review and refine strategies based on data-driven results to maximize impact.
- **Cross-Department Collaboration:** Work closely with other departments within DNC, including Economic Vitality and Operations, to ensure marketing initiatives support organizational goals.
- **Other Duties as Assigned:** Perform other tasks as may be assigned by the Vice President and President & CEO.

DESIRED EXPERIENCE & SKILLS

- Minimum of 6-8 years of experience in marketing, communications, or a related field, with a proven track record of strategic leadership and campaign success.
- Strong experience in managing a marketing team, including digital marketing, social media, public relations, and event promotion.
- Exceptional written and verbal communication skills with the ability to craft compelling messages and engage diverse audiences.
- Experience working with a diverse variety of community partners, stakeholders, and sponsors to develop marketing strategies and drive results.
- Expertise in budget management, analytics, and performance tracking tools (Google Analytics, social media insights, etc.).
- Proficiency in marketing software, content management systems (CMS), and design tools (Adobe Creative Suite a plus).
- Ability to manage multiple projects and deadlines in a fast-paced, dynamic environment.
- A proactive, solutions-oriented mindset with excellent problem-solving and leadership skills.
- A deep understanding of Downtown Norfolk's culture and community is preferred.
- Bachelor's degree in marketing, communications, business, or a related field is preferred.

WORKING CONDITIONS

- Ability to occasionally work extended hours, including mornings and evenings, for events and meetings as needed.
- Occasional travel within Downtown Norfolk may be required for events and meetings.

COMPENSATION & BENEFITS

Downtown Norfolk Council offers the opportunity to make a difference in Downtown Norfolk

- Salary range: \$75,000 - \$80,000



- Medical, dental, and vision insurance
- Vacation, sick, and holiday pay
- 401K
- Paid Parking or Annual Transit Pass

TO APPLY

Send resume and cover letter to: careers@downtownnorfolk.org.

Applications will be accepted through **December 31, 2024**

Applicants selected for interviews will be required to provide references, undergo a background check, and complete a pre-employment assessment.