



INSPIRED LEADERS
SHAPING CITIES

International Downtown Association

JOB TITLE: Marketing and Communications Manager
LOCATION: Washington D.C.
REPORTS TO: President & CEO
POSITION STATUS: Full-Time
PREPARED BY: David Downey
APPROVED BY: David Downey
DATE OF REVISION: 12/06/2016

The International Downtown Association (IDA) is looking for a dynamic marketing and communications professional. This position is ideal for an energetic candidate, with a passion for urban placemaking, who is looking to become a new leader in the association. The chosen candidate will build equity in our new brand, successfully promote a broad range of programs and services, and advance media relations in our exciting field.

The International Downtown Association is the premier organization for urban place professionals who are shaping and activating dynamic city center districts. Our members are city builders and downtown champions who bring urban centers to life, bridging the gap between the public and private sectors. We represent an industry of more than 2,500 place management organizations, employing 100,000 people throughout North America and growing rapidly around the world. Founded in 1954, IDA is a resource center for ideas and innovative best practices in urban place management. For more information, visit downtown.org.

BASIC FUNCTION SUMMARY:

Fulfill communications, marketing and information services function within the organization including: coordinating weekly *Inspired by IDA* e-newsletter, manage and update the IDA website and IDA social media channels, promote the online virtual community IDEA Connection, oversee program marketing, lead limited public relations and conduct other duties as assigned.

ESSENTIAL DUTIES & RESPONSIBILITIES:

- Lead overall brand management
- Develop and implement marketing strategies for association events and priorities
- Maintain, update, and advance online content and overall value of IDA's web assets
- Responsible for editorial planning, coordination, and distribution of weekly newsletter
- Responsible for planning, activating, and monitoring social media programs
- Provide overall management for integrated digital asset strategies; coordinate staff postings
- Manage media relations
- Respond to member information requests
- All other duties as assigned



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SUPERVISORY RESPONSIBILITIES (if applicable):

Seasonal intern support management

INTERNAL RELATIONSHIPS:

All staff as necessary

EXTERNAL RELATIONSHIPS:

IDA committees, members, contractors, media (reporters and editors)

QUALIFICATIONS:

Knowledge of marketing and communications technologies (including online content management suites, e-mail distribution software, etc.) and integration of social media strategies (primarily Facebook, Twitter, YouTube, etc.). Solid understanding and ability to use multiple computer software and online products (MS Word, PowerPoint, Excel, Adobe Creative Suite, NetForum, Wordpress, Constant Contact). Experience with editing HTML code required. Excellent writing, editing, interpersonal and verbal communication skills required as well as the ability to quickly make decisions that reflect the interests of the association and its members. Graphic design skills are highly desired (Adobe InDesign, Illustrator, Photoshop). Ability to participate as a self-starting member of a small-staff association team. Must be able to work on multiple projects simultaneously. A knowledgeable and passionate advocate for creating healthy and vibrant urban places is desired.

EDUCATION:

Bachelor's degree in communications, marketing, or related field. At least two to three years of related experience with a trade association, membership organization, or communications-related organization preferred.

TO APPLY

Interested applicants are asked to send a cover letter, resume, and salary history to christina@downtown.org.