



Employment Opportunity

Marketing & Brand Manager

Downtown Boston Business Improvement District (BID)

Job Summary:

Reporting directly to the President & CEO, the Downtown Boston Business Improvement District (the "BID") is seeking a Marketing & Brand Manager. The ideal candidate will be a strategic thinker able to craft messages and oversee marketing and communication initiatives that appeal to multiple audiences.

Background:

The BID is seeking candidates to join a team dedicated to the mission of making Downtown Boston reach its full potential as a vibrant, welcoming and economically thriving community.

The BID is a 501(c)(6) non-profit organization incorporated in October 2010, created by property and business owners committed to further transforming Downtown into a world-class destination that is internationally competitive and appealing. The BID, with its \$6.1 million annual budget, serves a 34-block area in between Tremont and Congress streets and Court and Boylston streets that includes Downtown Crossing, the Ladder District, and parts of the Theater and Financial Districts.

The hub of Boston's transit system, the BID is also the heart of the oldest and most historic retail district in the city, which includes a growing number of residents. Along with working to create a clean, safe and vibrant environment for everyone who experiences the district, the BID also works to encourage new business activity, enhance property values and to attract further investment in the area. The BID works to meet these goals through a series of programs and supplemental services that target the needs of the district.

Position Overview:

The Marketing & Brand Manager will be responsible for increasing the BID's brand visibility and awareness and for promoting BID assets in making the Downtown Boston BID a premier destination. As the Brand Manager, he/she will be responsible for ensuring that the products and services provided by the BID resonate with the public with consistency and raise awareness. The Marketing & Brand Manager will serve as the point-person for developing, implementing and executing all marketing initiatives. These initiatives and activities include all print, electronic, and social media campaigns and publications.

Responsibilities:

- Direct and manage a wide array of digital and print communication materials including the BID website, annual reports, advertising, collateral materials and all public realm materials.
- Working with outside designers and photographers serving as a primary resource to ensure a consistent visual identity that adheres to the BID style guide.
- Serve as BID brand guideline resource for all materials.
- Coordinate and implement annual marketing plan in conjunction with current strategic planning initiative.
- Develop and staff the Marketing Committee of the BID Board of Directors.
- Work with BID staff in coordinating all presentations, reports, and public announcements.
- Work to develop co-branding opportunities with BID business and stakeholders; create new ways to promote the BID brand through external events and programming.
- Work with BID staff to develop promotional campaigns for each BID-branded event.
- Provide detailed recap reports and develop best practices for measuring outcomes of all marketing efforts.

Qualifications:

- At least 5 years professional experience in marketing and brand management.
- Excellent written and verbal communication skills, including public speaking ability.
- Ability to think strategically and analytically.
- Excellent planning and organizational skills with attention to detail.
- Ability to establish and manage budgets.
- Ability to forecast and identify trends and challenges and familiarity with the latest technologies and methodologies in graphic design, web design, and production.
- Experience managing vendors and contracts.
- Demonstrated ability to produce high-quality, well-designed marketing materials and corporate communications, including PowerPoint slideshow presentations.
- Positive and professional attitude, ability to multi-task, strong work ethic and discretion required.
- Proficiency with Microsoft Office, web applications (WordPress), social media outlets (Facebook, Twitter, YouTube, Instagram, etc.), emailing marketing tools and Adobe Creative Suite (Photoshop, Illustrator and InDesign).
- Understanding of real estate development, place-making and urban planning preferred.
- Experience and established relationships working with Downtown businesses, city entities and stakeholders; familiarity with and interest in Downtown Boston desirable.
- Experience working with Salesforce is a plus.
- This job will require some onsite evening and weekends.

Please email resume with cover letter and salary history or requirements to:

jobs@bostonbid.org.