



downtown
business
association

The opportunity: Marketing and Communications Manager

As the largest Business Improvement Area (BIA) in Edmonton, the Downtown Business Association is looking for an exceptional candidate to lead our marketing and communications department.

Under the direction of the Executive Director and in consultation with the Association's Marketing Committee and our marketing coordinator, the Manager of Marketing and Communications is responsible for overall brand development and implementation of promotions, sponsorships and special events that support the approved Marketing and Strategic Plans.

This role is responsible for the production of the annual report, downtown guide, newsletters, media releases, advertisements and updates to the Association's website, among other deliverables.

The expectation is that the successful candidate reviews and evaluates all of the collaterals, events, marketing plans, Committee, deliverables and budget allocation with the intent of a comprehensive revision to the marketing and communications strategy of the organization.

Leadership/Management Skills

- You inspire others in your team through your leadership and empower your team to drive results.
- Building positive relationships with stakeholders in the business community and with our members is something that comes naturally to you.
- Developing and managing marketing and member relations budgets to ensure cost-effectiveness while also having impact is something you excel at.
- You work closely with the Executive Director to support and implement organizational and Board initiatives.
- Creative, out of the box thinking is something you thrive on.
- You understand the value of engagement marketing and communications and develop multi-channel marketing campaigns, from concept, through development, production and execution.

- Developing creative and results-oriented marketing and communications initiatives to deliver on our brand promise is one of your key priorities.
- Ensuring brand consistency and messaging through all marketing and communications platforms is vital to the role.
- Conducting marketing surveys and evaluations on current and new programs and campaigns to ensure all programming are results-driven is what drives your strategies. Supporting this with post-production metrics is key to success.
- You monitor political, financial, technological, and demographic factors so that awareness and advocacy opportunities may be capitalized. In addition, you also monitor these factors to mitigate negative impact to our market.
- Developing innovative strategies and initiatives to ensure we engage our members in meaningful ways drives is an important part of your role.
- Responsible for media and promotion of special events, marketing related activities, branding and the Core Crew summer program which includes developing sold media and social media connections

Technical Requirements

- Works with the Association managers to prepare non-financial content for the annual report providing creative vision and editorial content. Works with a professional design company on layout and production.
- Responsible for developing a focused marketing and communications plan every two years, update as needed.
- Set and oversee the Marketing Department and special event budgets; projecting expenditures and revenue in a responsible and create way; engaging businesses and organizations to provide in-kind sponsorship; balancing and reconciling budgets at the end of the year.
- Provides creative guidance to the work done by the Marketing Coordinator on all Association graphics and is ultimately responsible for the production and use.
- Responsible for all aspects (including production, vision and promotion) of Association special events, including major public events such as:
 - o Downtown Holiday Light-up
 - o Downtown Dining Week/Harvest Fest
 - o Fall & Spring luncheons
 - o Committee mixers
- Writes and edits copy and assigns freelance writers for the bi-monthly newsletter focusing on “interesting Downtown people, doing extraordinary things”.
- Works to ensure that our content management system is effective, efficient and error free. Work with the Marketing Coordinator to ensure content is timely and drawing unique visitors.

Qualifications

- You hold a degree in Marketing or Communications or equivalent combination of diploma with a background in Marketing or Communications and 5 - 10 years of related experience.
- You are experienced and successful in managing and overseeing marketing department operations including planning, budget development, analysis and strategic direction.
- You are a natural relationship builder, brand ambassador and connector.
- You possess excellent oral and written communication skills.
- You are well versed in social media of all kinds and have experience in leveraging it to lead or compliment various marketing campaigns.
- You thrive in a dynamic environment; working within a small team.
- Experience with the small business community and/or retail marketing is an asset.
- An understanding of Downtown's history and challenges would be an asset.

About the DBA

Through our leadership in advocacy and promotion, the DBA is to support, connect, and enrich Edmonton's Downtown community. Since 1985, the DBA has worked to enhance Downtown Edmonton's image and identity through events, promotions, partnerships and marketing. As a non-profit, we work with our members to improve safety in the Downtown, support beautification projects, improve accessibility and wayfinding initiatives. We provide networking opportunities and connect our approximately 1500 members to ensure long-term growth and prosperity within our boundaries. The Downtown Business Association works in partnership with the City of Edmonton and business stakeholders to promote and enhance the Downtown.

To learn more about the Downtown Business Association of Edmonton, please visit us at www.edmontondowntown.com.

We offer a competitive compensation package including benefits and professional development opportunities.

To apply, email your resume with cover letter by November 15, 2018 to our Executive Director Ian O'Donnell, at iodonnell@edmontondowntown.com.