



**Position: Marketing & Communications Manager (MCM)**

**Classification: Full-time, Exempt**

**Reports To: Executive Director**

The El Paso Downtown Management District (DMD) is looking for a highly motivated, organized, outgoing, public service driven individual to work in a challenging, high energy, ever evolving, downtown environment. The DMD is a quasi-governmental entity and an equal opportunity employer.

### **Position Description**

The MCM is responsible for all external communications for the organization, including marketing and public relations through multimedia, community development and all related communications needs of the organization. The position is heavily focused on the marketing and communications of marketing campaigns and special DMD events, downtown stakeholders, downtown events, projects and existing DMD programs (e.g., special events permitting, sanitation, grants, street banner and ambassador programs).

This position leverages community and public partnerships, private investment, and collective marketing strategies to facilitate and market new and existing downtown activity, and amplify downtown's transformation into a commercial, cultural and entertainment hub for the entire city. This MCM is also a convener and problem-solver, building trust and partnerships with downtown businesses, journalists, community leaders, non-profit organizations, and government officials – filling in the marketing and public relations gaps with downtown stakeholders while mediating challenges to develop a consistent and positive downtown image.

### **Specific roles of the Marketing and Communications Manager include:**

- Knowledge of public relations practices and strategies, including superior writing, editing, and public speaking skills
- Knowledge of traditional and new marketing trends, advertising purchases via social media and traditional media outlets, and the acquisition of sponsorships for promotions and contests
- Experience managing, monitoring, and implementing social media platforms and online content creation
- Comfortable working with journalists and downtown stakeholders to bridge partnerships and increase overall visibility of the organization and downtown
- Strong computer skills, including knowledge of website management, social media, and office applications
- When necessary, speak on behalf of the organization during downtown events, activities and/or media requests

### **Specific responsibilities include:**

- Manage all short and long-term marketing in support of DMD objectives, practices, and programs
- Uphold and enforce brand guidelines through written storytelling, messaging, and design
- Develop and create content in terms of copywriting, graphics, and video for all DMD publications, including all printed and online materials – e.g., weekly Insider newsletter, maps, flyers, fact sheets, press releases, special e-blasts, activity reports, and the DMD Annual Report, and social media, etc.

- Coordinate all website content management and graphic design work, including managing third-party vendors and contractors in charge of website development, graphic design and/or any visual aids required
- Manage, create, and schedule content for all social media platforms providing consistent content for the district and DMD programs and events.
- Analyze and strategize the growth and optimization of all social media efforts
- Basic photography, photography and video capture and editing for content creation
- Ability to engage with public on social media platforms consistently while maintaining voice of the organization and maintaining a message that is consistent with established objectives
- Create engaging graphics for social media, newsletters, articles, events, and other promotional materials as needed
- Administrative coordination of DMD Marketing Committee
- Community outreach efforts for activities with restaurants, retailers, property owners and other downtown stakeholders to leverage future marketing campaigns, initiatives, and plans
- Represent the DMD at stakeholder events, activities, and meetings in Downtown
- Supervise, manage, and maintain Downtown Ambassador Program
- Other duties as assigned by the Executive Director

#### **Other Requirements**

- Available to work off-hours
- Excellent organizational skills and superb time management
- Ability to work in a Team Environment
- Bilingual (written and spoken Spanish)
- Valid driver's license and able to comply with policies and procedures for the organization

#### **Preferred Qualifications:**

- Bachelor's degree from accredited college or university in Journalism, Public Relations, Marketing, Public Administration, Economic Development, and/or related discipline
- At least two years of experience managing or working within communications programs and/or working with local government or other key agencies.
- Proficiency with Microsoft Office and WordPress is mandatory.
- Strong understanding of Adobe Suite and Canva (or equivalent) is preferred.
- Strong understanding of various social media platforms, including scheduling applications, and analytics

#### **Compensation:**

- Salary Range: \$40,000 - \$62,000 based on qualifications and experience
- Health Insurance: DMD pays approximately 75% of the monthly individual premium provided by the DMD identified carrier. Employee pays 25% of the monthly individual premium and 100% of any additional chosen dependent coverage.
- Paid vacation.
- Paid sick leave.
- Paid holidays.
- Paid parking.

#### **To Apply:**

Submit your resume and completed DMD Application for Employment to Joe Gudenrath at [jgudenrath@elpasodmd.org](mailto:jgudenrath@elpasodmd.org). The deadline to apply is Monday, October 10, 2022.