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**JOB TITLE:** Strategic Marketing Manager

**DEPARTMENT:** MARKETING

**REPORTS TO:** Exec. Director

**FLSA STATUS:** EXEMPT

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**JOB SUMMARY:** Plans, manages and implements the Marketing and Communications for the Delray Beach Downtown Development Authority (Delray Beach DDA) and Delray Beach as a whole. Work involves expanding communications and outreach through the organization's marketing strategies for the organization, destination, programs and events. Leads and implements digital, print, and multimedia initiatives to engage stakeholders, attract sponsors, and expand awareness of the organization's brand, value, and mission. Position is primarily focused developing and implementing marketing plans **prioritizing a marketing budget, and analyzing the success of marketing initiatives** with the DDA marketing team. The position involves being in a fun, open and collaborative atmosphere, working closely with our downtown business and property owners to create events and brainstorm better ways to promote our Village by the Sea.

**The MISSION of the Organization....**

The Downtown Development Authority (DDA) is an innovative, hands-on, taxing authority that is responsible for the health and well being of the historic, resort-like Downtown. The Delray Beach DDA is a model of credibility, professionalism and productivity generating valued outcomes aligned with the mission. The Mission of the DDA is to stimulate, enhance and sustain the economic vitality of downtown Delray Beach and the quality of life enjoyed by locals and visitors.

**MARKETING RESPONSIBILITIES & QUALIFICATIONS:**

- Designs branding and positioning concepts and strategies, ensuring the Delray Beach and downtown message is strong and consistent across all channels
- Works with the marketing team, business owners, and advertising agency partners in establishing market strategy for the destination and for events, sets key performance indicators and tactics
- Provides strategic direction on the development of collateral and online presence for the community in collaboration with Executive Director and marketing team
- Provides direction and strategy for social media channels to promote the community and optimize these social channels in collaboration with Creative Marketing Manager.
- Creation and management of Marketing programs timelines, event production plans and managing the agency in collaboration with the Creative Marketing Manager
- Leads the team in developing with PR Partner a robust and ongoing Public Relations strategy – to include local publications & other local outlets
- Provides a review of market opportunity, including competitive analysis and market assessment review and input in collaboration with Marketing team and Market Research.
- Maintains an awareness regarding the profitability for the community and its overall impact
- Participates in community leadership meetings & business owner meetings (as applicable) to include presentations to explain the marketing vision, approach, and strategy
- Markets to the business and property owners the marketing results and resources available to constituents
- Manages marketing and communications initiatives; monitors and reports on the status of current projects and develops specifications and timelines for future projects; coordinates workflow to match available resources, identifying needs and opportunities and resolving issues/concerns



- Attends and represents the Delray Beach DDA at meetings for various committees, boards, and associations to advocate and advance the mission of the Downtown District and the DDA
- Attends professional workshops, networking events, conferences, and seminars
- Keeps up to date on trends, opportunities, and data applicable to the department's efforts and plans and the organization's mission
- Attends evening and/or weekend events on behalf of the Delray DDA

#### Creative Marketing Management:

- Oversees the creative development for marketing digital, print, multimedia content and collateral in collaboration with the Creative Marketing Manager and agency partners
- Creates and implements video and photography shoots
- Authorizes final creative approval for a variety of materials and project components in collaboration with the Creative Marketing Manager & Exec. Director
- Develops, proposes, and revises ideas for branding activities, messaging, and advertising campaigns
- Coordinates, schedules, and provides direction as needed for photo shoots.
- Manages vendor relationships by seeking quotes, communication specifications needed, share ideas and feedback, monitors delivery and makes sure that the final product maintains the brand integrity.
- Collaborates with team and partners for public art, graphic, and photography installations and initiatives in the Downtown District

#### **QUALIFICATIONS:**

- Must have at least 5-10 years of experience in the marketing and hospitality field
- Advanced knowledge of local government organizational structure, regulations and policies, including understanding the Florida Sunshine Law
- Firm knowledge of analytic programs and data (i.e. SEO, SEM)
- Experience in working with agency partners
- Ability to multitask and possess practical time management skills
- Excellent written, verbal, and interpersonal communication skills
- Past work with digital marketing like content marketing and social media marketing
- Proven budget management abilities
- Professional work ethic and accountability
- Ability to communicate effectively with high level executive team
- Must be able to work a flexible schedule, nights and weekends
- Ability to work as part of a team in a high stress & a high-volume environment.
- Demonstrate experience and ability to work in a dynamic environment that includes frequent change
- Ability to build strategic marketing plans based on formulated data to include key performance indicators
- Ability to formulate, initiate and administer policies and procedures

#### **About the Job:**

This position is a full-time, salaried position, for a public government organization offering full benefits of health insurance, accrued paid time off, all government holidays off with pay, 401k available, along with working in an environment that is empowering, fun, open, honest, safe and where passion and commitment are a must.

**To Apply:** To apply for this position, please email a cover letter and resume addressed to [simon@downtowndelraybeach.com](mailto:simon@downtowndelraybeach.com) or send hard copy by mail to: Delray Beach Downtown Development Authority; 350 SE 1<sup>st</sup> Street, Delray Beach, FL 33483

*The Delray Beach Downtown Development Authority is an Equal Opportunity Employer*