



Downtown Development Authority Marketing & Program Manager

The Organization – Who We Are...

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 Downtown Development Authority is a model of credibility, professionalism and productivity generating valued outcomes. 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.

The story of your role . . .

This role will be varied and will have a hand in a few different cookie jars. You'll be a part of the team, working alongside the executive director and other DDA team members, City of Delray Beach staff, agency partners and the downtown businesses while working closely with the DDA creative team. Your responsibilities will be supporting and executing the goals and objectives of the DDA with a strong focus on marketing, communications, events, and delivering results.

We are looking for a motivated individual with experience in destination marketing and advertising across all channels. They will play a vital role in development and implementation of marketing and economic development initiatives for our downtown and downtown businesses. They will be excited to work in a fun, progressive environment in which people are provided strong direction and then empowered to complete their objectives.

Marketing Program Management & Collateral Development

The Marketing Program Manager, manages all marketing, including the website, social media management, newsletters, email database management and distribution, print and other collateral development and all other marketing programs. Your role also manages a marketing and communications consulting firm, video and photography development team, website development firm and oversees partners working on marketing projects, public relations and event support.

You would manage Merchant and Business outreach while communicating programs and constituents benefits via a welcome kit, *Newsletters (Downtown Connection)* and digital outlets including website and social media channels.

You are responsible for marketing analysis and reporting the program results to the DDA board, Director and DDA constituents.

Marketing Events:

Your role is to work in partnership with the Operations Manager, on the execution of a variety of Downtown Merchant and consumer specific programs including First Friday Art Walk, Shop Small, Merchant mixers, Delray Beach Fashion Week and Savor the Avenue along with many other programs that benefit the Downtown businesses.

You will also manage sponsorships of various Downtown Delray Beach events. This position will also be responsible for fundraising and financial sustainability of the events/activations via sponsorship, fees or tickets for consumer events.

Send Resume to: Delray Beach Downtown Development Authority; 85 SE 4th Ave, Ste. 108, Delray Beach, FL 33483 or by email to Lsimon@downtowndelraybeach.com



You are . . .

You will have 3 years' experience in a similar role and a college degree. You're self-sufficient, resourceful, responsible, flexible, collaborative and decisive. A challenge doesn't scare you, you're creative and will be developing and implementing marketing and advertising campaigns; project management; assists in the design and maintaining of promotional materials; social media management; administrative duties, along with:

- Ability to generate ideas and articulate them clearly.
- Analytical ability and strategic thinking skills.
- Strong written and verbal communication skills.
- Demonstrated team commitment and work ethic.
- Desire to work in a fast-paced, highly competitive environment.
- Sound business and professional ethics.
- Graduate of High School and a 4 year college degree.
- Support and work in the preparation of proposals and other marketing materials.
- Market research and analytics.
- Develop, implement, and manage marketing initiatives with partners.
- Analysis of advertising analytics for marketing campaigns, web/social media analytics.
- Monitor, review and report on all marketing activity.
- Budget management.
- Create presentations and reports.
- Experience managing events from concept to event logistics.
- Experience with Adobe Suite or other graphic design software a big plus.
- Some experience with consumer marketing and/or relevant coursework.
- Excellent written communication skills, including social media and website copy.
- Experience with website management and social media.
- Experience with non-profits or City agencies a plus.
- Strong experience with Event planning and logistics support.
- Social Media Marketing.
- Database and website management skills.
- Design/manage promotional materials internally and externally (oversee with agency).
- Maintain regular communication with manager and other staff and assist as needed.
- Perform other tasks as developed and assigned by management.
- Experience developing print collateral.

To Apply

To apply for this position, please email a cover letter and resume addressed to lsimon@downtowndelraybeach.com or send hard copy by mail to: Delray Beach Downtown Development Authority; 85 SE 4th Ave, Ste. 108, Delray Beach, FL 33483 **by October 25, 2017**. Please use the cover letter to explain your interest in this position and how you are uniquely qualified for the job.

The Delray Beach Downtown Development Authority is an Equal Opportunity Employer

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