



Marketing Manager Job Description

Partnership Information:

The Partnership is a small nonprofit that works hard to enhance, promote and preserve the vitality, livability and diversity of Downtown Frederick. We implement the Main Street Program in Downtown Frederick. The guiding principles of this program – community driven, asset based, incremental steps to a larger goal, comprehensive (events, policy work, business support, marketing and more) and collaborative (both within the organization and with many, many community partners) – are how we structure our work. Our work is dynamic, reflecting the constant changes in a downtown environment, and focused on implementation. We seek to have Downtown Frederick be a place of welcome for everyone. With a team of four supported by many volunteers, the work is very hands-on. The organization is committed to promoting and supporting the diverse-owned businesses and residents which call Downtown Frederick home and to making our community a more inclusive place. To learn more about the Partnership as an organization, go to downtownfrederick.org/about-us

Job Summary:

The Marketing Manager position, under the general direction of the Executive Director, is responsible for coordinating Partnership marketing, messaging and branding as well as organizing marketing-related events.

Primary Job Responsibilities:

1. Be knowledgeable about the Four-Point Main Street approach to economic revitalization
2. Serve as the primary staff person to implement the Partnership's marketing program. The marketing program includes promoting the Partnership as an organization, Downtown Frederick and its many assets, downtown events and other key efforts, including the Downtown Frederick Gift Cards and the Ambassador Program. Implementation of the marketing program includes the following tasks/activities:
 - Advertising
 - Manage the Partnership advertising program including implement the Tourism Reinvestment in Promotion & Product (TRIPP) process, working with graphic designers and coordinating cooperative ad opportunities for downtown merchants
 - Branding
 - Ensure brand consistency across all Partnership communications

- General Communications
 - Photograph and/or line up a photographer for Partnership events; post images on the Partnership website and on social media; maintain an organized image library
 - Create blog content
 - Create e-newsletters for events and programs
 - Organize speaking engagements and create/collect required Partnership presentation materials

 - Press Relations
 - Write, edit and issue press releases (non-event related) on behalf of the Partnership
 - Actively pitch stories to appropriate media outlets and maintain an active database of media associates, travel writers and bloggers
 - Give and/or arrange to have a staff member provide interviews via telephone, radio or tv

 - Print Materials
 - For most print materials, coordinate with a graphic designer. In some cases, the materials will be designed by this staff person.
 - Manage the process to create rack cards, event signage, posters and other related marketing materials
 - Manage the annual process to update the kiosk maps and printed maps featuring downtown businesses
 - Coordinate the implementation of the Get It Downtown magazine
 - Manage the process of creating Downtown Frederick Gift Card related print materials
 - Manage the updating, printing and distribution of the Outreach Services Brochure
 - Serve as the lead staff to coordinate the creation, printing and distribution of the Annual Report working with the Associate Director and the Executive Director

 - Social Media
 - Manage the Partnership's social media outlets (primarily Facebook, Twitter and Instagram)
 - Create and share social media graphics for posting by the merchant community
 - Track web and social statistics and regularly monitor conversations, headlines and news clips using Google alerts and other social monitoring tools
 - Keep track of and engage with downtown businesses and community partners on social media

 - Website
 - Oversee and continually update downtownfrederick.org, including compiling information for the calendar of events and regularly updating content and photos
3. Serve as the primary staff person for coordinating with the Promotion Committee Co-chairs and organizing Promotion Committee meetings.

4. Serve as the key staff person for planning and implementing the Hood Freshman Orientation Event, Restaurant Week (in partnership with Visit Frederick), Love Letters for Local, Craft Beverage Passport, Operation Sparkle and seasonal merchant installations (lights, greenery, flowers).
5. On a limited, as-needed basis, staff Alive @ Five events and First Saturdays.
6. Work collaboratively with all Partnership staff to ensure the highest quality end product.
7. Work closely with business owners, city officials, city/county staff, nonprofit partners and other coordinating agencies to create and achieve the Partnership's Action and Strategic Plans.
8. In conjunction with the Executive Director, establish clear success metrics for the position and report on progress as needed/requested.
9. All other duties as needed to ensure a high quality promotion, marketing and social media presence in the community.

Desired Qualifications:

- Bachelor's degree in marketing, communications or related field
- Minimum of two years of experience
- Should have a great attitude, an eye for detail, the ability to multi-task, strong writing and excellent communication skills.
- Should be comfortable managing budgets.
- Main Street experience is a plus.
- Must have general computer skills with a proficiency in Word, Excel and PowerPoint.
- Graphic design and Mailchimp (or other email list) experience is a plus.
- Must be proficient in using Wordpress, or have transferable skills with experience in another website platform.
- Must be proficient in using a variety of social media platforms.
- Must be able to lift 40 lbs.
- Must be a team player.
- Must be willing to work evenings and weekends.
- The Partnership strongly values the diversity and strongly encourages candidates from diverse backgrounds to apply.

Benefits:

The salary range for this position is \$50,000 to \$65,000. Benefits are available including health, dental and vision insurance, long-term and short-term disability and retirement. The Partnership offers an excellent working environment with a flexible approach to our need for non-traditional work hours.

How To Apply:

Qualified applicants must submit a resume, a cover letter including your salary requirements and a writing sample to wleatherman@FrederickCountyMD.gov. Please include "Downtown Frederick Partnership Marketing Manager" in your email subject line. Responses are requested by the close of business on Friday, March 11. Frederick County Workforce Services is assisting the Partnership in processing job applications. No phone calls to the Partnership please.