



Position: Marketing Manager

Experience: 2-5 years

Location: Frederick, MD

Salary Range: \$50,000 - \$75,000

Benefits: Employees are covered for 100% of health, dental and vision insurance and long-term and short-term disability; 3% match towards retirement; flexible work schedule/ability to work from home as needed; vacation, sick and federal holidays

Overview:

As a Marketing Manager, you'll play a pivotal role in promoting our organization, Downtown Frederick, and its assets to drive economic revitalization. Under the guidance of the Executive Director, you'll coordinate Partnership marketing, messaging, branding, and engaging marketing-related events. The Partnership values diversity and encourages candidates from diverse backgrounds to apply.

Key Responsibilities:

1. **Main Street Approach:** Familiarize yourself with the Four-Point Main Street approach to economic revitalization.
2. **Marketing Program Implementation:**
 - **Advertising:** Manage our advertising program, including advertising grant funding, cooperative ad opportunities, and collaboration with graphic designers.
 - **Ambassador Training:** Train team on downtown businesses, amenities and events.
 - **Branding:** Ensure brand consistency across all communications.
 - **General Communications:** Create blog content, e-newsletters, organize speaking engagements and hire photographers.
 - **Press Relations:** Write, edit, and issue press releases, pitch stories to media outlets and facilitate interviews.
 - **Print Materials:** Coordinate the creation of various print materials, rack cards, maps and more.
 - **Social Media:** Manage social media platforms, create and share graphics, monitor web and social statistics and engage with businesses and partners.
 - **Website:** Oversee and update downtownfrederick.org, including event calendars and content, and parkfrederick.org.
3. **Committee Coordination:** Serve as the primary liaison with Promotion Committee Co-Chairs and organize committee meetings.
4. **Event Management:** Plan and execute events like Restaurant Week and the Craft Beverage Passport and organize seasonal merchant installations.
5. **Event Support:** Occasional assistance with Alive @ Five events and First Saturdays.
6. **Collaborative Work:** Collaborate with all Partnership staff to ensure high-quality results.



7. **Stakeholder Engagement:** Work closely with business owners, city officials, and nonprofit partners to achieve the Partnership's Action and Strategic Plans.
8. **Performance Metrics:** Define success metrics with the Executive Director and report progress as needed/requested.
9. **Other Duties:** Perform any other duties necessary to maintain a strong promotional, marketing, and social media presence in the community.

Desired Qualifications:

- Bachelor's degree in marketing, communications, or related field.
- 2-5 years of relevant experience.
- Strong attention to detail, multitasking abilities, excellent communication and writing skills.
- Budget management skills.
- Main Street experience is a plus.
- Proficiency in Word, Excel, and PowerPoint.
- Graphic design and Mailchimp experience are a plus.
- Proficiency in WordPress or a similar platform.
- Proficiency in various social media platforms.
- Team player with a willingness to work evenings and weekends.

What Makes Us Awesome:

We LOVE Downtown Frederick. Be a part of a small nonprofit that works to make Downtown Frederick a better place. We are community driven, collaborative and hands on. Our work is dynamic and focused on getting things done. Don't miss this opportunity to make a significant impact on Downtown Frederick and be a part of our organization. Apply today!

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, November 3**. Frederick County Workforce Services is assisting the Partnership in processing job applications. No phone calls to the Partnership please.