



City of Baltimore Development Corporation (BDC)

Position Title: Director of Marketing & Special Projects

Reports to: Managing Director, Marketing & External Relations

General Description of Work:

The Director of Marketing & Special Projects develops the planning and implementation of marketing and public relations activities for the Baltimore Development Corporation. Duties include, but are not limited to the development of marketing plans and strategies, research, writing copy, website maintenance, and developing and maintaining social media. The Director of Marketing & Special Projects in collaboration with BDC works to gather information and market all aspects of BDC programs.

The Director of Marketing & Special Projects models the highest standard of courteous, dependable, professional conduct, is consistently respectful of colleagues and is punctual at all times. Daily work may extend beyond a conventional workweek. Performs other duties as required. Job duties are subject to changes as directed by management.

Typical Tasks:

Marketing

Manages the development, writing, and communication of marketing plans, promotional recaps, creative briefs & copywriting, project recommendations, and presentations etc.

Assists with researching, designing, writing and proofreading of marketing and public informational pieces including advertisements, marketing copy, annual reports, newsletters, social media content, and various other correspondences on behalf of the organization, etc. ensuring consistent branding.

Manages advertising initiatives and media plans.

Assists in theme and content development for a variety of projects.

Prepares or assists with the development of a master calendar /schedule of events and speaking opportunities for the President and CEO and other BDC staff.

Research

Produces analytics and reports as needed

Develops opportunities to add additional value to other department initiatives including internet marketing, direct marketing, tradeshow development, social media, etc.

Analyzes marketing and competitive data and consolidates findings to support marketing strategy development.

Executes the day to day delivery of email marketing campaigns, e-newsletters, information flyers etc.

Oversees and maintains the websites, updates information as needed, tracks visitor traffic to the site.

Develops and updates social media sites such as Facebook and Twitter.

Manages and maintains email lists, writes and distributes public emails, distributes and/or responds to email requests for information, etc.

Works with direct marketing vendor as needed

Event Planning

Plans, manages and executes various events and forums to raise awareness of the Baltimore Development Corporation and our partners, stakeholders and other City agencies.

Knowledge, skills and abilities

Able to work effectively as part of a multi-disciplinary marketing and communications team to communicate, coordinate, and integrate marketing and communications, and apply best-in-class practices to all efforts including the latest social media trends.

Excellent written, verbal and interpersonal skills required with previous experience in marketing desired. Prior marketing & communications agency experience preferred.

Must be proficient in Adobe InDesign, Adobe Illustrator, Adobe Acrobat Pro, Microsoft Office Suite and Wordpress.

Ability to establish and maintain effective working relationships with diverse internal and external groups including elected officials, business, community and civic organizations.

Education and Experience

Bachelor's degree from an accredited college in marketing or other relevant area of study, and 4 to 7 years of experience in business, marketing or related field or an equivalent combination of education, experience or training.

Additional Requirements

Applicant must have their own transportation or access to transportation to meet with clients, attend community meetings, visit project sites, and attend off-site meetings and events.

This is a salaried, benefited, **at-will** position, and work is performed as required to complete assigned projects, and may require extended hours beyond a conventional workweek.

To apply, please send cover letter with salary expectations; resume, three writing samples and two design samples to Nancy Jordan-Howard, Chief Operating Officer, City of Baltimore Development Corporation, 36 S. Charles St., Suite 2100, Baltimore, MD 21201 or via email to NHoward@baltimoredevelopment.com with "Director of Marketing and Special Projects" in the subject line. Not all applicants will be contacted.