

Communications & Digital Manager

Reports to: Vice President, Integrated Brand & Communications
Status: Full-Time, Exempt
Location: Baltimore, MD (in-office)
Salary Range: \$70,000 – \$85,000

About the Baltimore Development Corporation

Our Mission

The BDC is the lead economic development organization for the City of Baltimore. Our mission is to grow the city's economy in an inclusive manner by retaining, expanding, and attracting businesses, and promoting investments, thereby increasing career opportunities and wealth creation for residents.

Our Commitment

The BDC is committed to a more equitable economy by supporting people of color and women-owned businesses. We promote investments in Baltimore businesses and entrepreneurs that have been negatively impacted by institutional, structural, and systemic racism. We develop and implement strategies, and facilitate collaboration among our partners, to intentionally create an inclusive and equitable economy for all Baltimore businesses.

Our Values

- **Excellence.** We hold ourselves to the highest professional, ethical, and legal standard in everything we do.
- **Accountability.** We own our commitments and our outcomes. We learn from our failures and evolve to better serve Baltimore.
- **Collaboration.** We succeed as one team across every unit — assuming the best and exercising the highest professional respect for our colleagues.
- **Urgency.** Baltimore can't wait — and neither will we. Years of disinvestment doesn't fix itself, so we don't do "eventually."
- **Community.** Every decision starts with the businesses we serve. We don't make decisions about businesses; we make decisions with them.
- **Fun.** We celebrate our successes and each other. We maintain balance and pursue joy in our work.

Strategic Context

2026 marks the final year of Baltimore Together, the City's comprehensive economic development strategy (cEDS). Going forward, BDC's work is organized around the Mayor's five strategic pillars, which serve as the agency's primary organizational strategy and guidance. This role advances all five of the Mayor's strategic pillars by ensuring BDC's programs, milestones, and economic development narrative reach residents, media, and stakeholders through consistent, timely storytelling across digital platforms.

#	Pillar	Description
01	Inclusive Prosperity	Baltimore Together cEDS – close racial wealth gaps; BIPOC businesses as drivers of growth.
02	Downtown & Neighborhoods	Downtown RISE – a strong downtown and strong neighborhoods, with benefits flowing both ways.
03	Housing & Vacancy	Reframe Baltimore – vacant properties becoming homes, businesses, and community assets.
04	Business Climate	Bmore FAST – faster permits, fewer barriers, the region's most investable city.
05	Fiscal Strength	10-Year Financial Plan – lower property tax, a diversified base, and sustainable growth.

Position Overview

The Communications & Digital Manager leads the execution of BDC's communications and digital engagement initiatives, managing day-to-day communications operations while producing and coordinating digital content, media engagement, and campaign execution across BDC initiatives – including Baltimore Together, Made in Baltimore, and the Emerging Technology Center. Consistent with BDC's integrated multi-brand stewardship model, this role represents and elevates all City and BDC brands and initiatives, not solely the Baltimore Development Corporation. The ideal candidate combines hands-on content production skills with the project management discipline to move communications initiatives efficiently from concept to execution.

Reporting Relationship & Team Structure

Reports to: Vice President, Integrated Brand & Communications, with close partnership across the Strategic Communications and Integrated Growth teams.

Key coordinating roles (no direct reports at this time):

- VP, Integrated Growth & Market Strategy — partners to integrate marketing data with economic performance metrics
- Marketing Operations & Project Manager — aligns analytics dashboards and shared reporting tools used across both VP lanes

The Manager also coordinates closely with the Creative team and external communications agencies and vendors to ensure cohesive measurement, reporting, and campaign execution.

Key Responsibilities

Communications Strategy

- Lead the execution of communications initiatives supporting BDC programs, announcements, and economic development milestones
- Draft and produce communications materials including press releases, media advisories, newsletters, and digital content
- Support preparation of executive briefing materials and media background documents
- Maintain the communications editorial calendar to coordinate announcements and storytelling across initiatives

Digital Communications Management

- Manage and produce content across BDC's digital platforms, including the website and social media channels
- Oversee day-to-day publishing across BDC platforms including LinkedIn, Instagram, and Facebook
- Manage website updates including posting announcements, program updates, and news content
- Ensure digital content aligns with BDC brand standards and accessibility requirements

Analytics, Reporting & Performance Management

- Build and maintain dashboards that track engagement, reach, conversions, and ROI across digital initiatives
- Provide monthly and quarterly reporting to executive leadership, linking marketing outputs to economic indicators
- Analyze digital data to identify trends, audience insights, and opportunities for campaign optimization
- Oversee BDC's website performance, ensuring accessibility, SEO optimization, and regular content refreshes

Communications Systems & Operations

- Maintain communications infrastructure including media trackers, editorial calendars, press archives, and content publishing schedules
- Manage simultaneous communications initiatives across multiple BDC programs and campaigns
- Support communications amplification for events, announcements, and economic development initiatives
- Support storytelling through data visualizations and digital campaign recaps that highlight Baltimore Together progress

Leadership & Collaboration

- Lead through influence. Though this role has no direct reports today, the Manager drives cross-functional alignment with the Strategic Communications, Integrated Growth, and Creative teams to keep messaging cohesive.
- Advise leadership. Serve as a trusted advisor to the VP, Integrated Brand & Communications on digital strategy, content performance, and campaign optimization.

Key Performance Indicators

Performance is assessed against the following indicators, reviewed quarterly and reset annually with the VP, Integrated Brand & Communications and President & CEO.

Performance Area	Annual Target
Content & campaign output	Editorial calendar maintained with on-time delivery of press releases, newsletters, and digital content across BDC initiatives
Digital engagement growth	Year-over-year growth in engagement, reach, and conversions across BDC's digital platforms
Reporting cadence	Monthly and quarterly performance dashboards delivered to executive leadership on schedule
Web & accessibility performance	Website meets ADA/public-sector accessibility standards with regular SEO-optimized content refreshes

Review schedule: Progress is tracked in regular one-on-ones, formalized through quarterly performance check-ins, and evaluated comprehensively in an annual review.

Required Qualifications

- A Bachelor's degree in Digital Marketing, Data Analytics, Communications, or a related field.
- A minimum of 5–7 years of experience in digital marketing, analytics, or media planning.
- Experience using digital dashboards and CRM tools for data management, with demonstrated success developing and optimizing integrated marketing campaigns.
- Proficiency in Google Analytics, Tag Manager, and major social media platforms, with experience managing website content management systems.
- Strong writing and editing skills for media, digital, and executive communications, with experience coordinating with external agencies or vendors.
- Knowledge of Baltimore's economic and civic landscape and familiarity with the Mayor's strategic priorities is a strong plus.

Office Environment

BDC offers a collaborative, fast-paced, and mission-driven work environment in the heart of downtown Baltimore, with a modern, professional office setting. This is an in-office position; standard hours are 9:00 a.m. to 5:00 p.m., Monday through Friday. Weekend and evening

meetings occur as necessary to meet the needs of the businesses we serve. The position may also require occasional regional travel.

Physical Requirements

This is a primarily sedentary role performed in an office environment. The position requires the ability to operate standard office equipment, communicate effectively in person and virtually, and occasionally move about the office and travel to off-site meetings and events. Reasonable accommodations will be made to enable individuals with disabilities to perform the essential functions of the role.

Salary & Benefits

The salary range for this position is \$70,000 – \$85,000, commensurate with experience and qualifications. This role may support occasional travel for on-site event coverage and campaign documentation. BDC offers a comprehensive benefits package, including health, dental, and vision coverage; retirement plan contributions; paid time off; and ongoing professional development opportunities.

Application Process

Interested candidates should submit a resume and a cover letter describing their qualifications and interest in the role to smclaughlin@baltimoredevelopment.com, with “Communications & Digital Manager Candidate” in the subject heading. Applications will be reviewed on a rolling basis until the position is filled.

The Baltimore Development Corporation is an equal opportunity employer. BDC does not and shall not discriminate on the basis of race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, or military status in any of its activities or operations. We are committed to building a diverse, equitable, and inclusive workplace and strongly encourage applications from candidates of all backgrounds.