



DIRECTOR of STRATEGIC COMMUNICATIONS

Reports to: Chief Administrative Officer

OVERVIEW:

This position will be responsible for advancing Downtown Detroit Partnership's (DDP) work by strategically communicating our values, mission and brand in a consistent, compelling and measurable manner across DDP's business units. DDP's efforts span the work of Parks and Public Spaces; the Downtown Detroit Business Improvement Zone; and the DDP core entity.

The Director of Strategic Communications will have excellent writing and verbal communication skills, brand management experience, and expertise in overall communication strategies including newsletters, websites, video and social media. They will help to identify key messages and implement a media and public relations plan that effectively position the organization locally and nationally and drives awareness of the important role we play in the Downtown.

The Director will help develop a strong narrative and maintain a high standard of communication in all formats on behalf of the organization and look to continually elevate DDP's approach to messaging, communications and outreach. This position works with each business unit to demonstrate success through strong metrics, authentic audience engagement, and increased community and visitor involvement in DDP-led programming. This position does not have direct staff management responsibilities.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Job descriptions do not typically include every duty or responsibility that a person in the role may be asked to perform. The following is a thoughtful list based on current needs.

1. **Strategy development:** Create and support the implementation of the DDP corporate marketing/communications plan for DDP. Work closely with other DDP directors to track metrics and ROI across all DDP communication efforts and improve on strategies as needed.
2. **DDP media:** Create and execute an annual corporate media plan that builds the DDP brand and grows the DDP thought leadership team in their respective communities (geography, industry, professional, etc). The media strategy cultivates local, regional and national media partners to share the DDP story.

3. **Strategic communications:** Develop key messaging for the DDP team (staff and Board) including talking points, Q&A, FAQ documents. Provide media / interview preparation and coaching.
4. **Content development:** Write, produce, and develop various communications including electronic newsletters, press releases, print materials, website copy, and more.
5. **Overall brand and messaging management:** Oversee brand positioning and stewardship for the entire organization to ensure brand integrity and build brand awareness. This includes serving as principal liaison with third-party communication vendors to support, collaborate, and ensure a consistent brand and voice.
6. **Thought leadership:** Proactively seek, secure and support thought leadership opportunities for the organization.
7. **Event communication strategy:** Identify content and execute messaging and communications strategy for DDP signature events (includes Annual meeting, Detroit Aglow, and Stakeholder meetings).
8. **Documentation:** Refine and maintain communications and marketing photos, print and online communications archives.
9. **Relationships:** Build strategic relationships with key industry partners, vendors, and agencies.
10. **Budget management:** Oversee the DDP corporate communications annual budget.
11. **Balanced Scorecard:** Participate in the strategic planning and balanced scorecard initiatives throughout the year.

QUALIFICATIONS AND CORE COMPETENCIES:

- 8+ years of relevant communications, marketing, and event experience (nonprofit experience preferred).
- Bachelor's degree in communications, public relations, marketing, advertising, business administration or a related field and/or master's degree in related field.
- Ability to effectively communicate with staff, partners, clients, board members, and corporate stakeholders. Adaptable in a diverse and collaborative work environment.
- Demonstrated skills, knowledge and experience in the development and management of marketing, communications and public relations plans and activities. Adept at thinking strategically and operating in a hands-on manner.
- Knowledge and understanding of Downtown Detroit and its business and community demographics.
- Superior interpersonal and communication skills (written & verbal).
- Polished and professional presentation of self, ideas and communications.
- Detail-oriented with high quality standards.
- Ability to provide strong and clear artistic direction.
- Proven experience with Microsoft Office Suite and experience working with CRM systems such as Salesforce and MailChimp. (Experience with WordPress, Survey

Monkey, Adobe InDesign, and Photoshop are a plus.)

- Willingness to demonstrate commitment to DDP's mission, vision, and core values.

Interested and qualified candidates can apply by sending a resume and cover letter to DDPcareers@detroitdetroit.org

Downtown Detroit Partnership offers a comprehensive list of benefits for eligible employees: medical, dental, vision, basic life, long-term disability, flexible spending account, pet insurance, and other voluntary benefits. We offer generous paid time off and holiday benefits.

At Downtown Detroit Partnership, we are intentional about diversity, equity, and inclusion. Downtown Detroit Partnership, an equal opportunity employer, does not discriminate in employment opportunities or practices based on race, color, religion, sex, sexual orientation, genetic information, national origin, age, disability, height, weight, military status, veteran status or any other characteristic protected by law.