



## **Director of Marketing and Communications**

**Midtown Alliance** is a coalition of business and civic leaders focused on promoting economic development and creating an exceptional urban experience in Midtown Atlanta.

Over the last 15 years, the work of the Midtown Alliance and the Midtown Improvement District have transformed a 1.5 square mile area in the heart of Atlanta into a premier destination for commerce, culture, living, education and leisure. These efforts have helped attract more than four billion dollars of new investment since 2000, leading to a 3X growth of the commercial property digest and more than doubling of the Midtown residential population.

Today, Midtown Alliance's core priorities include a full-range of infrastructure and transportation enhancements, urban planning initiatives from new development to the creation of new parks and plazas, public safety, maintenance and beautification, environmental sustainability through the Midtown EcoDistrict and partnering with Midtown's many anchor institutions and cultural attractions. Within these priorities, new initiatives include promoting and strengthening Midtown's growing technology innovation hub, urban retail, street activation and public art.

Midtown Alliance is a 501(c)(3) non-profit organization with a strong member-base of Midtown businesses and institutions. The organization is governed by a 15-member Executive Committee and a 70-member Board of Directors. Midtown Alliance operates with a full-time staff of 17 and a 2015 budget of more than \$13 million. [www.MidtownATL.com](http://www.MidtownATL.com)

### **The Position**

This position represents a unique opportunity to join a dynamic and highly-respected organization whose work has led to the growth of one of the most vibrant and successful areas in the Southeast.

The Director of Marketing and Communications is responsible for providing strong leadership for all of Midtown Alliance's marketing/communications initiatives to:

1. Promote Midtown's unique assets and amenities and encourage continued high-quality investment, business attraction, visitors and livability;
2. Allow for a broad understanding of Midtown Alliance projects, programs and district priorities and why they matter; and
3. Create a strong sense of community, partnership and shared responsibility.

This position includes responsibility for all aspects of marketing and communications, media relations, website and social media, public outreach, publications, video, events and promotion.

The Director of Marketing and Communications will report to the President & CEO, and work closely with all functional areas of the organization. The Director will manage staff, interns and contractors, work with Board and Council leadership, represent the organization at events and share responsibility as media spokesperson.

Responsibilities include:

- Engaging key target audiences with relevant, timely and compelling content
- Continuous refinement of a full suite of communications and social media tools and outreach. Ensuring that all communications are first in class and effectively delivered. Overseeing market research and district-wide benchmarking, brand positioning and message development
- Establishing effective relationships with key media and influencers; ensuring close coordination with other strategic and governmental partners towards shared interests
- Cultivating strategic partners within Midtown including arts and cultural attractions, universities and colleges, businesses, property owners/managers/leasing agents, hotels and developers, the start-up community, residents and civic groups
- Communications support for all Midtown Alliance functions. Strong working knowledge of all aspects of the work and priorities of the Midtown Alliance and Midtown Improvement District. Close coordination to ensure member engagement, growth and retention
- Setting goals, tracking progress and message penetration through relevant communications metrics, assessing performance against goals and budget

**The key attributes for a successful candidate include:**

- A passion for the mission of the Midtown Alliance and a genuine interest in the policies, practices and partnerships that create exceptional urban places
- An inquisitive and curious nature; good at absorbing information quickly
- Skilled in project management with a focus on exceptional execution
- Excellent at writing and uncovering fresh and engaging content
- Able to lead and coach while being a hands-on team player
- A strategic thinker with a sense of humor

**Experience:**

The candidate must have a BA/BS degree and at least 8 years of experience with demonstrated abilities and increasing responsibilities in the areas outlined above, including:

- Creating exceptional content that engages and informs, including newsletters, articles, reports, op-ed pieces and overseeing or creating video content
- Website management, social media tools and applications, and the development and implementation of successful marketing strategies and programs
- Media relations and maintaining productive relationships with journalists, bloggers, key influentials and other strategic partners towards shared objectives
- Effectively managing communications and support staff and contractors

**Compensation:** A competitive salary commensurate with experience plus full benefits package will be offered.

**Contact:** Qualified candidates should email a cover letter and resume to:

Director of Marketing and Communications Search  
Midtown Alliance  
[apply@MidtownATL.com](mailto:apply@MidtownATL.com)

No phone calls please.