



MANAGER, MARKETING & COMMUNICATIONS

Calgary Downtown Association (CDA), a business improvement area that represents and serves approximately 2,600 businesses in Calgary's downtown core – everything from restaurants, to retail to attractions and galleries, to a multitude of corporate offices. The CDA exists to market downtown Calgary as a desirable place to live, work, shop and play while advocating for the needs of downtown business owners and operators. We aim to increase the vitality of downtown Calgary by stewarding a place brand strategy for Stephen Avenue Mall and Barclay Street Mall and by collaborating with key civic and private sector leaders to support Calgary's brand building efforts.

Equipped with a new 5-year strategic plan, new leadership and a commitment to drive positive change in Calgary's downtown core, the CDA is seeking a dynamic Manager, Marketing & Communications to join our team of professionals to help grow our programs, advocate for our members and advance the CDA brand. This role is best suited to a motivated, self-starter who prides him/herself on being urban conscious and on top of new marketing and communication trends.

The Manager, Marketing and Communications has the following responsibilities;

MARKETING:

- Develop a rolling 2-year marketing and communications plan in support of the organizations' strategic plan;
- Manage, guide and grow the CDA brand and identity;
- Develop and manage the annual marketing and communications budget;
- Manage all production requirements, including: brochures, signage, information pieces, flat sheets, stakeholder presentations, videos, AGM presentations and other;
- Manage all agency/third party vendor work in support of annual plan and conduct yearly evaluations;
- Build and execute promotional campaigns with CDA members, major stakeholders (tourism, economic, arts sector, other), City of Calgary and others;
- Develop and implement event strategy for CDA; negotiate sponsorships, manage fulfillment, oversee sponsor relations;
- Negotiate vendor/supplier contracts for printing and production, media placement, research, event fulfillment and more;
- Conduct necessary market research; being mindful of market trends and their impact on CDA or CDA members;
- Prepare regular audits or summary reports of marketing programs, making recommendations for improvement or refinement;
- Supervise departmental staff (Marketing Coordinator or Social Media Coordinator) as required;
- Other such duties as may be required or directed.

COMMUNICATIONS:

- Prepare media releases, key messages, speeches and other; actively pitch story ideas and CDA updates to media and track all media coverage;
- Develop working relationships with Calgary's broadcast, print and social media personnel and key influencers; actively participate in delivery of key messages to the media;
- Oversee communication tools: website upkeep, e-newsletters, video storytelling, social media channels, (Facebook, Twitter, Instagram, CDA blog) and more in a manner which supports the CDA brand and marketing/communications plan;
- Acting with the senior leadership team, develop and maintain a corporate emergency response plan;
- Other such duties as may be required.

CORE COMPETENCIES and SKILLSET

Our ideal candidate is a marketing and communication generalist who thrives in a busy environment, is current with emerging trends, is customer-serviced and enjoys managing multi-faceted projects and people. We require:

- 7-10 years' experience in progressive marketing and/or communication roles
- Experience with building member and brand programs
- A working knowledge of graphic design and brand standards
- A critical eye; strong organizational skills
- Superior communication skills including familiarity with mobile, online, social media tools and techniques

This position is a key member of the senior leadership team and reports directly to the Executive Director. Please submit your CV and cover letter by Feb 11, 2019 to info@calgarydowntown.com. In the subject line please note: MANAGER, MARKETING & COMMUNICATIONS.

CDA offers an attractive compensation package. We would like to thank all interested parties. However, only those candidates selected for an interview will be contacted.