

## COMMUNICATIONS MANAGER

The Southwest Business Improvement District (SWBID) is seeking a creative, entrepreneurial, and whip-smart new team member to spearhead the organization's marketing and communication efforts. The Communications Manager will lead all aspects of communications, including: press outreach, social media, event marketing, website content, e-newsletter production, and other print/digital products.

The SWBID operates akin to most startups with a team of multipurpose staff working in a challenging, fast-paced environment. The Communications Manager will assume broad responsibilities within our organization, pioneering new ways to share the stories of our Southwest neighborhood, growing the reach and influence of the SWBID across many stakeholder groups, and establishing the SWBID as the go-to source for the latest information on the growth and change taking place here in Southwest DC.

### About the SWBID:

Officially launched in 2015, the SWBID is the District's 10th and newest business improvement district (BID). Spanning 483 acres in the Southwest quadrant of the city, the SWBID can be divided into three distinct areas: Federal Center South, which houses GSA's regional office and 26 federal headquarters; the existing Southwest neighborhood that is centered around the Waterfront Metro Station; and the waterfront itself, which is undergoing a rapid transformation as the Wharf development brings SW back to the water's edge.

We are a small staff dedicated to strengthening the identity of Southwest DC and enhancing its public realm through placemaking, place branding, and place maintenance activities.

### Key Responsibilities:

- Multi-platform Communication Strategy: proactively designing and executing cohesive communications solutions for multiple projects and across multiple platforms simultaneously
- Content Creation: constantly producing content to create one brand story across print, web, social channels, video, audio, experiential, and everything in between
- Media Engagement: building targeted relationships, pitching stories, providing timely content, and pursuing new partnerships with the media industry
- Marketing/Design Management: managing a stable of consultants/vendors to produce videos, presentations, reports and print collateral, marketing giveaways, event support materials, etc.
- Monitoring, Reporting, and Iterating: monitoring relevant news stories, tracking website and social media metrics, and constantly iterating based on information gleaned from the data

### The Ideal Candidate:

- Is familiar with and has an interest in Southwest DC, urbanism, public art, economic development, real estate, transportation, community building, and/or local government
- Can successfully carry a project from ideation to completion while balancing competing deadlines, priorities, and projects with composure and a laser-focus on successful execution
- Is a strong writer/editor and able to clearly distill complex topics into interesting stories for a broad audience

- Is a pro at developing website content, writing press releases, leading creative marketing campaigns, and finding the hook that draws people in
- Can successfully conceptualize and execute social media campaigns that will grow our reach and result in a more interactive and engaging experience for our friends and followers
- Has experience pitching news stories to media outlets of various sizes and building successful relationships with media contacts
- Can inspire and effectively manage design consultants to create visually stunning designs/layouts for everything from infographics, presentations and maps to party invitations, print ads and banners
- Is data fluent, constantly in search of a better way to visualize data/share information, and familiar with data mining from relevant sources (e.g. CoStar, US Census Bureau, District Government, etc.)
- Is experienced with Adobe InDesign, Photoshop and Illustrator – bonus points for experience with mapping, coding, photography and video
- Can speak publicly as needed and represent the organization at meetings with community leaders, elected officials and government agencies

If this sounds like you, please send your resume and 3 writing samples to Lexie Albe at [lalbe@swbid.org](mailto:lalbe@swbid.org)