



**Downtown Springdale Alliance**  
**Director of Marketing and Communication**  
**Job Description**

**Position Title:** Director of Marketing and Communication  
**Exempt:** Yes  
**Reports To:** Executive Director  
**Hours:** Full-time  
**Salary:** \$65k to \$75k per year, commensurate with experience  
**Benefits:** Health benefit package and annual PTO

**Position Description**

The Director of Marketing and Communication of the Downtown Springdale Alliance is charged with coordination, management and oversight of marketing and communication that supports the mission to promote a vibrant Downtown Springdale. This position is a vital role in shaping and executing the organization's messaging, brand presence, and outreach strategies. Creative vision and strategic expertise will be instrumental in advancing our mission, expanding our reach, and engaging diverse stakeholders.

**Primary Duties and Responsibilities**

***Promote events, happenings, and a positive image for Downtown Springdale***

- Develop and execute an integrated marketing communications plan that supports the organization in accordance with the mission and the goals of the organization
- Develop marketing initiatives to support the strategic direction of the organization
- Develop a wide range of content to help bring the Downtown Springdale's story to life.
- Develop and implement long-term goals and objectives that support the mission of the organization
- Develop an annual budget and operating plan for marketing and communication
- Monitor all budgeted marketing expenditures

- Assist in development of funding proposals for marketing to ensure the Downtown Springdale Alliance is growing towards self-sustainability
- Collaborate with the Executive Director and the Events Director for creation and implementation of public programming-related communications and marketing strategies.

***Brand Management:***

- Ensure consistency and integrity of the organization's brand across all channels and materials.
- Develop and enforce brand guidelines to maintain a unified brand identity.
- Monitor brand perception and implement strategies to enhance brand awareness and reputation.

***Content Creation and Management:***

- Create compelling content for various channels, including website, social media, email newsletters, press releases, and marketing collateral.
- Manage content calendar to ensure timely delivery of high-quality content that aligns with organizational priorities.
- Oversee the production of multimedia content, including videos, infographics, and visual assets.
- Create and distribute weekly digital newsletter.

***Digital Marketing and Social Media Management:***

- Develop and execute digital marketing campaigns to increase online visibility, drive website traffic, and generate leads.
- Manage social media platforms to foster engagement, promote advocacy, and amplify organizational messaging.
- Monitor digital analytics and metrics to assess campaign effectiveness and inform optimization strategies.
- Evaluate and report results of metrics to the Executive Director and the Downtown Springdale Alliance Board monthly.

***Media Relations and Public Relations:***

- Cultivate relationships with media outlets and journalists to secure media coverage and press opportunities.
- Prepare press releases, media kits, and other materials for distribution to media contacts.
- Serve as the organization's spokesperson and handle media inquiries effectively.

***Event Marketing and Promotion:***

- Plan and execute marketing strategies to promote fundraising events, programs, and initiatives.
- Coordinate with event organizers to ensure seamless integration of marketing efforts into event planning and execution.

***Collaboration and Team Leadership:***

- Collaborate with cross-functional teams, including program staff, development team, and Downtown Springdale Alliance's Board, to align marketing and communications efforts with organizational objectives.

- Collaborate effectively with outside creative agencies
- Oversee work related to graphic design, website design, video production and photography
- Provide leadership, mentorship, and guidance to marketing and communications team members.
- Effectively communicate and manage any direct reports. The Events Marketing Coordinator reports to the Communication and Marketing Director.
- Evaluate outcomes and impact of marketing and communication and report findings to Executive Director and recommend changes to enhance or improve future outcomes

***Education/Experience:***

- Bachelor degree from an accredited institution in a related subject (a minimum of four years of marketing and communications experience may be substituted for a degree)
- Proven experience in marketing, communications, or public relations roles, preferably in the nonprofit sector

***Knowledge, skills and abilities***

- Knowledge of marketing management and capacity to oversee large-scale promotions and campaigns
- Knowledge of multi-media communications, including video and photography
- Knowledge of non-profit organization management and goals/challenges related to marketing/communication; specific knowledge of and experience in Northwest Arkansas preferred
- Strong strategic thinking and analytical skills, with the ability to translate organizational goals into actionable marketing plans.
- The ability to manage multiple projects simultaneously and meet deadlines in a fast-paced environment.
- Team-oriented mindset with the ability to collaborate effectively with diverse stakeholders.

***Required proficiency in:***

- Word processing
- Simple accounting
- Databases
- Spreadsheets
- E-mail
- Internet
- Canva
- Some graphic design skills
- Website content management
- Social media

***Personal characteristics***

- Build Relationships: Establish and maintain positive and diplomatic working relationships with others, both internally and externally, to achieve the goals of the organization.
- Communicate Effectively: Speak, listen and write in a clear, thorough and timely manner using appropriate and effective communication tools and techniques.
- Creativity/Innovation: Develop new and unique ways to improve operations of the organization and to create new opportunities from an entrepreneurial perspective.

- Focus on Client Needs: Anticipate, understand, and respond to the needs of internal and external clients to meet or exceed their expectations within the organizational parameters.
- Foster Teamwork: Work cooperatively and effectively with others to set goals, resolve problems, and make decisions that enhance organizational effectiveness.
- Lead: Positively influence others to achieve results in the best interest of the organization.
- Make Decisions: Assess situations to determine the importance, urgency and risks, and make clear, informed decisions which are timely and in the best interests of the organization.
- Organize: Set priorities, develop a consistent work schedule, monitor progress towards goals, and track details, data, information and activities.
- Plan: Determine strategies to move the organization forward, set goals, create and implement action plans, and evaluate the process and results.
- Solve Problems: Assume personal responsibility for assessing problem situations, identifying causes, gathering and processing relevant information, generating possible solutions, and making recommendations to resolve problems

### **Working Conditions**

- The Director of Marketing & Communications works much of the time in an office environment, but the nature of public programming produced by Downtown Springdale Alliance and partner organizations will require working in the outdoors in all types of weather, or in other venues.
- The Director of Marketing & Communications will be required to work some evenings and weekends to staff public programming activities.

**To apply, submit a letter of application, resume and salary expectations to [jill@downtownspringdale.org](mailto:jill@downtownspringdale.org)**

*The Downtown Springdale Alliance is a 501(c)3 organization that was formed in 2011 with a mission to promote a vibrant Downtown Springdale, with a focus on activating our spaces, cultivating relationships within our downtown & creating events unique to Springdale that bring the community together. We want everyone to feel safe and right at home when visiting downtown Springdale. Welcome! Downtown Springdale Alliance produces its own annual slate of community programming, supports downtown events produced by other organizations and provides services to the City of Springdale as outlined by annual contract.*