



Downtown Little Rock Partnership (DLRP) is looking for a dedicated communications professional who is passionate about urban spaces, the power of place-making, and the downtown community.

The Marketing Manager has the opportunity to shape the voice of DLRP through creative storytelling, social media engagement, media outreach and more. The perfect candidate will be a confident self-starter who is well-organized and able to handle multiple projects at once. They will be an excellent team player who can also work independently on various tasks. Graphic design and video editing skills are a plus.

- Works with the Executive Director and agency partners to execute a strategic marketing-communications plan for the organization. This will include marketing and communications strategies, along with membership recruitment. This person will also oversee the corresponding budget for this plan, including marketing-communications for all DLRP events.
- Serves as preliminary point of contact, in the absence of the Executive Director, for non-profit and foundation staff, corporate and community leaders.
- Maintains a relationship with downtown communicators and other DLRP members for monitoring downtown public relations needs and for networking downtown events and activities for the overall purpose of bringing people downtown
- Manages multiple social media pages and platforms; focuses on increasing social media engagement; stays up to date on new methods of communication that would benefit DLRP
- Writes, produces and manages DLRP's weekly e-newsletter
- Oversees website content (must be familiar with Wordpress platform)
- Produces or coordinates production of DLRP marketing materials, including event flyers, direct mail, digital ads, presentations, etc.
- Writes news releases, coordinates news conferences, produces media kits
- Develops and maintains relationships with media (print, radio, online and television); pitches stories about DLRP to regional media on a consistent basis
- Oversees advertising and advertising projects
- Oversees writing and production of the annual magazine

- Produces high-quality presentations, reports and other written materials as requested by the Executive Director
- Assists Executive Director and Events Director with marketing plans and tools for fundraising
- Stays in close communication with Executive Director as to DLRP projects, meetings, plans and activities and attends DLRP committee meetings as appropriate
- Represents the Executive Director and/or DLRP at events and meetings as requested
- Provides assistance with research and development
- Coordinates response to DLRP website inquiries
- Other duties as assigned

About DLRP:

DLRP works to inspire a safe, clean and connected downtown that embraces the city's diversity and growth as a vibrant destination along the Arkansas River. As a 501(c)3 non-profit, the organization advocates for planning, legislation, transportation, economic development and numerous public and private initiatives. These initiatives serve to strengthen the overall downtown business, cultural, entertainment, recreational and residential communities, and to enhance the image of downtown Little Rock.

The work environment at DLRP is all about teamwork. We have fun, while working hard. As we are an organization heavily focused on events, you will be expected to support the team with event management related responsibilities and be in attendance of those events. Flexibility and patience are required at DLRP as we are a fast-paced volunteer-driven organization. This also requires that team members are self motivated and can complete job assignments without direct supervision.

This is a full time, exempt position at no less than 40 hours per week. DLRP has a generous benefit package after the introductory period; 401k with match, Medical, Dental, Vision, and Parking.

Requirements:

- Bachelor's degree or equivalent work experience preferred
- 3+ years of work experience in marketing/communications
 - Expert project management skills with high attention to detail
 - Excellent writing and editing skills
 - Graphic design experience
 - Social media marketing experience
 - Good presentation skills in front of leaders and professionals
 - Not required but highly valued: video production and editing skills

Salary Range: \$55,000-\$60,000

Send cover letter, resume and two references to: kleyenberger@downtownlr.com

This position reports directly to the Executive Director

Downtown Little Rock Partnership **is an Equal Opportunity Employer (EOE).**

Featured benefits

Medical insurance, Vision insurance, Dental insurance, 401(k)