



Job Title: Director of Marketing and Communications

Overview:

We are seeking an experienced Marketing and Communications Director to lead our marketing and communication efforts at SJDA (San Jose Downtown Association). The ideal candidate will have a proven track record of successfully developing and implementing marketing and communication strategies that drive engagement, increase brand awareness, and build strong relationships with key stakeholders.

Key Responsibilities:

- Develop and implement comprehensive marketing and communication strategies that support the SJDA's goals and objectives.
- Lead and manage a small team of marketing and communication professionals, ensuring that they are motivated, engaged and working towards achieving their objectives.
- Responsible for communications to, for and about the San Jose Downtown Association (Including its subsidiaries – PBID, Foundation and DCDC) to its various constituencies, including members, downtown employees, residents, media, local government officials, and SJDA staff.
- Analyze data to assure most effective communications to each audience.
- Develop and implement public relations/communications strategy and plan as it relates to overall SJDA organizational strategies and advocacy efforts.
- Lead media contact and coordinate responses with CEO, Deputy Director and staff most qualified to respond to media inquiries. Craft and oversee distribution of SJDA communications to the public, including press releases, editorials, and op/ed pieces, letters to the editor and photo opportunities.
- Responsible for the timely creation and distribution of all SJDA communications, including newsletters, events calendar and website content.
- Oversee the development and execution of marketing campaigns, activations, and initiatives that build brand awareness, drive engagement, and increase revenue through sponsorship.
- Monitor and analyze market trends, competitor activity, and customer feedback to identify new opportunities for growth.
- Collaborate with internal teams to ensure that all marketing and communication efforts are coordinated and aligned with overall business objectives.
- Build strong relationships with key stakeholders, such as media, influencers, and community leaders, to amplify the SJDA's message and increase brand visibility.
- Develop and manage the departmental budget, ensuring that resources are allocated efficiently and effectively.
- Ensure that all marketing and communication efforts are in compliance with relevant regulations and guidelines.

Qualifications:

- Bachelor's degree in marketing, communications, or a related field.
- 5+ years of experience in marketing and communication, with a minimum of 2 years in a management position.

- Proven track record of developing and implementing successful marketing strategies that drive engagement, increase brand awareness, and build strong relationships with key stakeholders.
- Experience managing a team of marketing and communication professionals, with a focus on motivating, coaching and developing team members.
- Strong analytical skills and the ability to use data to inform marketing and communication decisions.
- Excellent communication skills, both written and verbal, with the ability to effectively communicate with internal teams, stakeholders, and external partners.
- Strong project management skills and the ability to manage multiple projects simultaneously.
- Strong understanding of marketing and communication principles, including branding, messaging, and customer segmentation.
- Ability to work independently, take initiative, and make strategic decisions that align with business objectives.

We are an equal opportunity employer and welcome applications from all qualified candidates.

We offer an attractive compensation and benefits package, which includes PTO, health insurance, long- and short-term disability insurance and a matching 401K plan. The salary range is between \$90-120k/year, depending on experience.

If you are passionate about marketing and communications, have a proven track record of success, and are looking for an exciting new challenge, we encourage you to apply for this position.

Please send your resume and cover to hr@sjdowntown.com