Position
Vice President of Communications and Marketing

Department
Communications & Marketing

Reporting Relationship
CEO/President

Status
Full-time; Exempt

Overview
This position reports to the Downtown Seattle Association (DSA) President & CEO. Overall responsibilities include ensuring that DSA/Metropolitan Improvement District and Commute Seattle are effectively engaging with its members, elected officials, media and the broader community. Specifically, the position will help DSA/MID communicate its policy and advocacy efforts, programs and major initiatives to the media, policy makers, opinion leaders, Metropolitan Improvement District (MID) ratepayers, DSA members, and others. The position is also responsible for making certain that all DSA/MID stakeholders are familiar with, and know how to articulate DSA/MID’s purpose.

The position is a member of DSA/MID management team, and oversees the DSA/MID Communications & Marketing department staff and functions.

Duties & Responsibilities
- Develops and directs DSA/MID messaging and branding; manages and advises senior leadership on the organization’s reputation and strategic direction.
- Oversees DSA/MID marketing efforts to ensure effective communications with DSA members, MID ratepayers, event attendees, membership prospects and the broader community.
- Oversee DSA/MID’s policy communications efforts to effectively engage elected officials and DSA members on downtown Seattle priorities, and to ensure accurate and widespread media coverage of DSA/MID’s policy work.
- Work closely with the DSA/MID’s Board, Executive Committee and Advocacy & Economic Development team to properly vet and effectively communicate key public policy issues.
- Build relationships with key downtown leaders, neighborhood groups and others to advance DSA/MID’s government relations and communications objectives.
- Serve as an effective spokesperson to elected officials, the media and the broader community about DSA/MID, its programs, its policy positions and the needs and economic position of the downtown Seattle community.
- Initiates, implements and tracks strategic communication efforts and major projects (website, rebranding, community engagement)
- Ensure prompt and effective responses to member communications, and provide support for DSA and MID Board members and downtown neighborhood groups as they engage on key DSA/MID efforts.
- Prepares strategic messaging for DSA President & CEO, as well as DSA/MID board leadership.
- Help advance DSA/MID’s strategic initiatives to address major challenges in the community in a way that increases the DSA/MID’s relevance and creates a positive paradigm shift. Thoughtfully engage high-level elected officials and civic leaders; work with key representatives from the public, private and non-profit sectors as well as downtown Seattle neighborhood groups.
- Support issue analysis, advocacy, campaigns, grassroots coalitions and strategies to build political will.
- Support event sponsorship revenue generation efforts as well as fundraising for special projects and political initiatives through effective marketing and communications.
- When necessary, represent DSA/MID on key committees, task forces and community efforts, and stand-in for the President & CEO when conflicts prevent his attendance at certain commitments, appearances and meetings in the community.
- Prepares for and handle crisis communications.
- Oversee staff responsible for paid marketing efforts including advertising, production of collateral materials, and seasonal promotions downtown.
- Manages and staffs committees and task forces.
- Oversee the planning of policy and marketing events such as the State of Downtown Economic Forum and the DSA Annual Meeting.
- Work with other DSA/MID departments to address member, ratepayer and community needs, and perform other duties as assigned.

**Qualifications**

- Minimum ten years of increasing responsibility in communications and public policy advocacy.
- Proven experience in building political will.
- Deep understanding of marketing and social media.
- Proven experience understanding how to communicate complex public policy issues.
- At least five years of experience being a spokesperson before the media and community organizations.
- Superior written and oral communications skills and extensive experience in advocacy communications.
- Experience developing and managing events.
- Proven ability to present issues to senior management, board of directors and elected officials.
- Proven ability to do strategic communications and marketing planning.
- Proven project management skills, and effective communications skills.
- Excellent organizational, analytical, verbal and written communication abilities; strong listening skills.
- Ability to work well with people, motivate staff and volunteers, respond in a sensitive manner to needs, and handle interpersonal relationships effectively.
- Strong computer skills, MS Office preferred.

**Compensation**
Annual Salary DOE plus full medical, dental vision benefits, paid time off, short and long term disability, 401K retirement plan and ORCA pass.

**To Apply**
Please send resume and letter of interest to hr@downtownseattle.org by May 22, 2015

NO TELEPHONE CALLS PLEASE
The Downtown Seattle Association is an Equal Opportunity Employer