

**Position:** Marketing Communications Manager

**Department:** Strategy, Communications, & Partnerships

**Reports to:** Vice President, Marketing Communications

### Organization Description:

PIDC is Philadelphia's public-private economic development corporation. Our mission is to spur investment, support business growth, and foster developments that create jobs, revitalize neighborhoods, and drive growth to every corner of Philadelphia. We offer flexible financing products, a targeted portfolio of industrial and commercial real estate, and decades of Philadelphia-based knowledge, to help our clients invest, develop, and grow throughout the city of Philadelphia.

### Position Overview:

We are currently seeking a motivated, proactive, creative, and results-driven marketing professional to join our marketing communications team. The Manager will directly undertake activities that establish, promote, enhance, and protect PIDC's brand. The individual should be an excellent writer, experienced in content creation across multiple platforms, and skilled in event and project management. This is an incredible opportunity for a rising star who is highly creative and loves writing to make a big and lasting impact.

### Responsibilities:

The Marketing Communications manager will be responsible to work collaboratively with the team to create, implement and measure the success of a comprehensive marketing and communications program that enhances awareness and position in the marketplace and to the general public. Specific responsibilities include, but are not limited to, the following:

#### *Marketing and Communications*

- Create **content development** strategy and calendar in line with PIDC' overall messaging strategy to ensure articulation of PIDC's desired image and position including:
  - Create **engaging narratives** that showcase the full breadth of PIDC's programs, products and activities.
  - Create and maintain **library of client success stories** and manage deployment of stories through multiple channels
  - Create and update content for PIDC **website and blog** on an ongoing basis.
  - Build and implement **social media campaigns** by developing purposeful, actionable social media content strategy to increase our brand awareness, social engagement, and demand generation. Create monthly content calendars and manage day-to-day account activity by monitoring sites for engagement opportunities.
  - Produce PIDC's **monthly electronic newsletter** in coordination with Graphic Designer
  - Coordinate and execute **e-mail campaigns** to various audiences, meeting deadlines, following timelines, and ensuring uniformity of content/messaging.
  - Create marketing and **promotional content** for PIDC educational and networking events to generate awareness and attendance at events.

- Coordinate development of **marketing collateral** in partnership with team and Graphic Designer to ensure consistency in message.
- Work closely with product and services teams to drive prospecting activities via promotional campaigns and outreach.
- Implement annual **advertising strategy** in coordination with team including management of budget and advertising schedules.
- Manage post-settlement and year-end **outreach to current and past clients**, track client feedback and customer satisfaction, and report on a quarterly basis.
- Manage **internal PIDC communications** including creation of 'In the News' internal news brief, sharing results of key reports, and other communications for PIDC internal audience.
- Support coordination with the City, the Navy Yard, and other partner organization marketing & communications staff.

#### *Events Management*

- Coordinate promotion of and event production logistics for all PIDC educational workshops, networking, and other events hosted by PIDC.
- Coordinate PIDC participation in external events hosted by clients and partners, such as managing ticket distribution and attendance.
- Assist in identifying and evaluating new event participation opportunities for PIDC.

#### *Data management & Administration*

- Leverage customer insight data to refine brand management.
- Track email analytics and report on impact and success; research and introduce innovative methods and outlets for communications.
- Monitor and report regularly on website analytics.
- Manage email contact and distribution lists and other targeted outreach lists.
- Manage PIDC's professional memberships and subscriptions.
- Update internal budget tracking document on a monthly basis.
- Respond to internal requests for data related to Marketing Communications activities.
- Manage departmental interns in coordination with the Vice President Marketing Communications

#### **Skills/Qualifications:**

- Minimum of three years' experience in marketing or communications; previous nonprofit experience preferred.
- Bachelor's degree in relevant field (communications, public relations, marketing, journalism or related).
- Excellent time management, organizational, written, verbal, interpersonal and online marketing and communications skills.
- Experience in various social media platforms (Facebook, Twitter, LinkedIn, Instagram, Snapchat, etc.).
- Experience with email marketing campaign programs (Campaign Monitor, Constant Contact, etc.).
- This position requires someone who is self-sufficient, can manage multiple projects simultaneously, can prioritize and organize, and is a creative thinker and problem solver.
- Proven project management skills with strong attention to detail and follow-through.
- Ability to work under pressure and on multiple projects with varied priorities simultaneously.

To be considered for this position, please email a cover letter, resume, and writing sample to [mupshur@PIDCphila.com](mailto:mupshur@PIDCphila.com) by May 18, 2017.