



Public Relations & Marketing Manager

The Downtown Dayton Partnership is seeking a skilled and motivated Public Relations & Marketing Manager with a minimum of 3-5 years of experience to join our team. Strong writing skills are a must, both in traditional formats and with social media platforms. Experience with event planning and coordination is a plus. Preference given to those with degrees in Public Relations, Communications, Marketing, Journalism, or related areas, or combination of education and equivalent experience. This position is a great opportunity for the right person to help promote downtown Dayton to the public.

Responsibilities:

- Develop and manage effective and comprehensive media strategies. Communicate with media sources and contacts. Proactively pitch stories aligned with DDP strategic focus and field requests for interviews from media. Appear on camera as necessary, and coordinate other on-camera appearances from DDP president and others representing DDP downtown initiatives. Track news stories and related hits.
- Develop and execute a strong social media presence for the DDP and downtown Dayton, including creating frequent and fresh content for each platform, responding in a timely and appropriate manner to comments/questions, coordinating advertising and/or sponsored posts, and keeping up to date on new platforms.
- Develop close relationships with downtown business owners and managers. Leverage those relationships to garner businesses' participation in promotional opportunities, marketing campaigns, and other efforts.
- Contribute to the planning, execution, and publicizing of downtown's signature events, working closely with downtown businesses to ensure both their participation in and benefit from the events.
- Contribute as a member of the DDP marketing team to develop and implement promotional and marketing strategies. Play an active role in the planning and execution of special projects, advertising and marketing efforts.
- Perform various writing tasks, such as press releases, ad copy, support letters, DDP website content, and presentations. Contribute editorial content for DDP publications and manage production with the Design Manager as needed.
- Work with the Business Development team to track downtown news regarding new businesses, downtown investment, and other stories, and create content for periodic e-mail newsletters. Assist with stakeholder relations, including meeting with new businesses and members, as well as retention visits with existing downtown businesses. Coordinate ribbon cuttings and grand opening events for new businesses.
- Manage a college intern.
- Perform special projects and serve on special committees as required or assigned.
- Assist the Director of Marketing & Communications, DDP President, and other staff in carrying out projects and assignments as needed.

If you are interested in this position, please apply to "Marketing Manager, Downtown Dayton Partnership, 10 W. Second Street, Suite 611, Dayton, Ohio 45402," or send your resume to turner@downtowndayton.org.