



MARKETING MANAGER

The Houston Downtown Management District (Downtown District) has facilitated many of the public and private projects that have transformed Downtown over the last decade and a half. To accelerate the renewal of the city's urban core, the Downtown District set several important goals with quality of life as the underlying theme: building a lasting constituency for Downtown; recruiting investors, retailers and tenants while retaining those already downtown; making Downtown clean, safe and attractive; and promoting Downtown as the place to live, work and play.

Central Houston, Inc. is the primary provider of personnel to the Downtown District and is an equal opportunity employer, encouraging applicants from a diversity of backgrounds. More information on both entities and downtown can be found at the following websites: centralhouston.org, downtowndistrict.org and downtownhouston.org

JOB DESCRIPTION

The Marketing Department's overarching goal is to position Downtown as a place with BIG personality that embraces everything people love about Houston. The focus is to provide great info on what to do, where to go and how to get there; build the size of the audience that interacts with Downtown; and increase awareness of Downtown through communications, marketing and programming. Reporting to the Director of Marketing, the Marketing Manager will be responsible for original content strategy and execute social and digital media plans with the goal to raise awareness of Downtown by sharing our stories and engaging with our audience. The position will also assist and manage a variety of other marketing and communication projects that support the Downtown District's efforts.

KEY RESPONSIBILITIES:

- Create compelling content for the Downtown Houston website and all social media platforms.
- Manage day-to-day activity across all social media platforms including Facebook, Twitter, Instagram, Pinterest and YouTube.
- Research social media trends and develop strategies to enhance Downtown's social media presence.
- Ensure active listening, engagement and timely response to visitors and followers.
- Daily management of and collaboration with external agencies as related to paid digital campaigns consisting of search, display, social and video.
- Analyzes regular website traffic and social media data using Google Analytics and other tools to provide strategic direction for improvement.
- Manage marketing efforts (social media, local advertising buys, etc.) for Downtown District events
- Oversee content of weekly newsletter, The List.
- Send monthly email to Downtown Restaurant & Retail list to communicate upcoming events and important notes from the Downtown District.
- Manage "welcome" program for new Downtown residents.
- Cultivate relationships with existing and new businesses, organizations and stakeholders.

- Attends events and participates in special initiatives in order to craft relevant and timely content, some of which may occasionally require evening/weekend time.

QUALIFICATIONS

- Bachelor's degree in Communications, Marketing or related field from a four-year university or college.
- Five plus years related experience.
- Excellent writing, editing and interpersonal skills; ability to think creatively and write for different audiences
- Extensive experience with social media and communication tools.
- Extensive knowledge of both paid and organic social media.
- Experience working in a social media dashboard preferably, Sprout Social.
- Experience analyzing data and optimizing websites and social media strategy based on findings.
- Local media buying experience a plus.
- Content creation experience.
- Website management experience.
- Deep understanding of social media trends and capabilities.
- Proactive; able to work independently as well as with a team.
- Must have a collaborative attitude and enjoy cultivating relationships.
- Excellent time management skills; ability to handle multiple tasks at once and meet deadlines.
- Computer proficiency with Microsoft Office suite and Adobe Photoshop and Illustrator and/or InDesign.
- Strong familiarity with the greater Houston area and Downtown a plus.
- Candidates may be asked to provide writing samples and other examples of their portfolio of work.

CONTACT

Salary range is contingent upon knowledge and experience. Full benefits, including group health insurance, transportation allowance, and an employer-matching 401k plan are offered. For initial application, begin with sending a resume and cover letter to **jstraywick@centralhouston.org**.

Central Houston, Inc. is an equal opportunity employer providing staff support to Central Houston, Central Houston Civic Improvement, Houston Downtown Management District, the Downtown Redevelopment Authority and the Theater District Houston.