



JOB TITLE:

Communications and Public Relations Manager

LOCATION:

Boston, Massachusetts

POSITION TYPE:

Full Time - Regular

JOB SUMMARY: The Communications and Public Relations Manager is responsible for developing and implementing an integrated communications strategy to communicate the organization’s mission and work to diverse audiences as well as capitalize on and create opportunities for media coverage. Reporting to the President & CEO and working in close partnership with the Marketing and Brand Manager, the position is responsible for communications and messaging coordination ensuring organizational alignment on message and strategy.

BACKGROUND: The BID is a 501(c)(6) non-profit organization incorporated in October 2010, created by property and business owners committed to further transforming downtown into a world-class destination that is internationally competitive and appealing. The BID, with a \$6.4 million annual budget, serves a 34-block area between Tremont and Congress Streets and Court and Boylston Streets that includes Downtown Crossing, the Ladder District, and parts of the Theater District and Financial District. The district includes the oldest operating Pedestrian Zone in the City of Boston, established in 1979, and furthermore contains the heart of the MBTA transit system, which connects all public transportation lines. Along with striving to maintain a clean, safe, and vibrant environment for everyone who experiences the district, the BID also seeks to increase business activity, to enhance property values, and to attract further investment in the area. The BID works to meet these goals through a series of programs and supplemental services that target the needs of the district. For more information please see: www.downtownboston.org.

DUTIES AND RESPONSIBILITIES:

Develop and implement a comprehensive communications strategy for the organization

- Collaborate with senior leadership to develop and drive external communications plans that strategically position Downtown Boston and all its attributes
- Drive external communications by proactively pitching stories
- Serve as a trusted advisor and provide strategic communications support to organization’s leadership, staff and members
- Ensure that the various communications tools employed by the organization (website, social media, publications) are high quality and complimentary to each other
- Manage contracted communications vendors and communications intern
- When required assist with crisis management efforts and assist leadership in determining the best strategy

Build and Maintain Relationships with Media Outlets

- Serve as key media contact and actively work to enhance and cultivate relationships with the media particularly within the top tier of business press.
- Staff all media interviews with leadership; prepare spokesperson and leaders for media interviews and speaking engagements by providing briefings and other support
- Alert senior staff to emerging issues being covered in the media that would affect Downtown Boston and advise on strategies and responses
- Monitor and share media stories related to Downtown Boston with staff and stakeholders
- Pitch stories to media to increase DBBID's awareness in the community and media presence
- Promote DBBID events and initiatives through press releases and media alerts
- Serve as DBBID spokesperson when needed

Community Relations & Public Affairs

- Represent the DBBID at business and property owner events, community meetings and government forums to strengthen the BID's presence and value
- Stay up to date on relevant federal, state, county and local legislation; Provide analysis and write updates as needed

Manage DBBID website

- Update site content daily
- Maintain/update site design when necessary
- Manage DBBID blog
- Track website analytics and increase engagement

Manage Social Media Activity

- Consistently update DBBID's social media accounts with relevant, shareable content appropriate for each medium
- Monitor and respond to commenters on DBBID's accounts
- Increase fans, followers, and overall community engagement

Create and Distribute DBBID e-Newsletter

- Stay up-to-date on news relevant to the district and compile news articles on a weekly basis
- Write and /or edit content and layout e-Newsletter
- Maintain e-Newsletter mailing list, and seek to increase readership/engagement
- Transition newsletter to mobile friendly format

Support Print Publications

- Support Marketing Manager and other staff as appropriate to ensure the production of high-quality publications

Measure Analytics

- Record weekly and monthly statistics for website, e-Newsletter, and social media pages as well as community presentations and media appearances to measure impact and set goals to increase engagement and overall effectiveness

Qualifications:

- Minimum five years professional experience in organizational communications, media relations or public affairs
- Demonstrated success at garnering press coverage
- Deep knowledge of marketing, branding, communications, advertising, media relations, and social media
- Fluency in the latest technology and communications vehicles
- Proven ability to foster relationships with internal and external partners
- Excellent written and verbal communication skills, including strong writing and public speaking skills
- Strong project management skills
- Organized, accurate, and careful attention to detail
- Perform multiple tasks under deadline in a fast-paced environment
- Shows initiative, and works well both collaboratively and independently
- Solid knowledge of issues affecting Downtown Boston
- Ability to relate to and work effectively with people of diverse backgrounds and experience
- Demonstrated commitment to the mission of the DBBID
- Flexible schedule with ability to work occasional evenings and weekend required
- Knowledge of Constant Contact and Salesforce a plus
- Photoshop and design a plus

COMPENSATION

Compensation Commensurate with Experience

HOURS AND OVERTIME: May be required to work outside of normal business hours and on weekends. No overtime.

INTERESTED IN APPLYING:

Please email resume with cover letter by December 17th

Subject Heading: Communications and Public Relations Manager

Email: jobs@bostonbid.org