

Director of Marketing, Engagement and Communications

The Downtown Winnipeg BIZ promotes, cares and advocates for a vibrant and inclusive downtown where business thrives and people are drawn to work, live, shop and explore. We host events, promote downtown, keep the neighbourhood clean and attractive and are a voice for the downtown community. Our downtown is on Treaty No. 1 territory and the traditional Homeland of the Red River Métis.

POSITION SUMMARY

As a vital member of our Senior Management Team, the Director of Marketing, Engagement and Communications plays a pivotal role in shaping the narrative of our organization and downtown Winnipeg through public relations and managing a wide range of issues, creating exciting experiences for residents, workers and visitors, and promoting the neighbourhood as a unique destination.

As the Director of Marketing, Engagement and Communications you will be part of a creative and dynamic team that believes in embracing change, fostering innovation and is dedicated to truly making an impact in the heart of our city. We are guided by our values: Respect, Collaboration, Innovation and Excellence, and Inclusion.

The ideal candidate is an innovative and strategic leader capable of aligning marketing and communication initiatives with our big-picture goals: a changemaker who is community oriented in their approach and can bring fresh ideas to develop impactful campaigns and strategies. They're results driven and creative in their approach with a keen ability to build relationships and expand the reach of our marketing and communication efforts. They will also lead a small, but mighty team, talk to media, write stellar copy, leverage digital platforms, make data-based decisions and of course... be passionate about downtown Winnipeg.

KEY RESPONSIBILITIES

- Develop and execute marketing and communications strategies to ensure all Downtown Winnipeg BIZ members and partners are up to date on programs, services and advocacy efforts as well as promote and encourage people to visit and stay downtown.
- Manage consistent expression of the organization's brand; monitor and evaluate how the brand is perceived by members, stakeholders and the public.
- Manage all media related communications including prompt response to media requests, proactive and strategic media pitches, drafting news releases, statements and key messages, and preparing leaders for interviews.
- Lead all advertising activities using appropriate delivery mechanisms to maximize reach and efficiency.
- Lead the development of an annual sponsorship strategy that attracts and retains sponsors for BIZ events and ensure sponsorship commitments are met.
- Develop and oversee the planning and coordination of BIZ led events that connect community and attract more people downtown.
- Develop and implement creative concepts that promote downtown Winnipeg as destination and drive economic activity, supporting BIZ members.
- Implement departmental performance metrics and tracking tools to measure results.

- Write and edit copy for creative campaigns, research reports and other communications efforts.
- Develop and maintain the budgets for the Marketing, Engagement and Communications department.
- Develop new partnerships that serve BIZ members and help achieve strategic plan initiatives.
- Oversee the Host It grant program to support third-party events downtown.

REQUIREMENTS:

- Relevant post-secondary education in Marketing, Communications or related discipline.
- Seven years of experience in marketing, communications or related industry.
- Minimum two years leadership experience.
- Proven ability to develop communications and marketing strategies, with a track record of creating and implementing creative campaigns.
- Strong written and verbal communication skills.
- Excellent organizational skills with the ability to manage competing priorities.
- Enthusiastic self-starter with the ability to quickly learn and understand concepts, problem solve, take ownership, and manage work with minimal supervision.
- Strong leadership skills and ability to thrive in a results-oriented environment.

WORK ENVIRONMENT & CULTURE

The Downtown Winnipeg BIZ embodies a culture of collaboration and customer service. We have a diverse team that is encouraged to provide input and participate on committees to inform workplace values and influence the culture and environment. Working in the heart of downtown, we take time to enjoy the amenities and community around us; through participation in our own programs, staff celebrations, and the endless number of events located downtown. We offer employer paid benefits, numerous professional development opportunities, a 35-hour work week, subsidized transit passes, “Furry Fridays” (bring your pet to work days) and early access to information about fun things happening in the heart of the city. Our organization’s success is powered by our passionate team. Downtown is moving forward – be a part of the team at the centre of the action!

The Downtown Winnipeg BIZ is committed to equity, diversity and accessibility in the workplace. We strive to have a team that reflects our downtown where diverse abilities, backgrounds, cultures, identities, languages, and perspectives are valued and drive a high standard of service and innovation. We encourage candidates to speak to this in their application.

QUALIFIED CANDIDATES should submit their cover letter and resume with salary expectations to careers@downtownwinnipegbiz.com. Please include position title in the subject line. Please be advised only those selected for an interview will be contacted. **This posting will remain open until filled.**

Applicants should identify if they require accommodation during the competition process on a confidential basis. This posting is available in alternate formats upon request.