



Opening Date: 7/18/2018  
Closing Date: Open Until Filled

## **Vacancy Announcement #56-18 Marketing Manager**

**SALARY: NEGOTIABLE**

**DC Residents Preferred**

### **EVENTS DC**

#### **Engage, Excite, Entertain.**

Events DC is the face of conventions, sports, entertainment and cultural events within our nation's capital. As the official convention and sports authority for the District of Columbia, Events DC leverages the beauty, history and diversity of the most powerful city in the world to attract and promote an extensive variety of events, resulting in amazing experiences for residents and visitors alike, and generating economic and community benefits for the city.

Our success comes by focusing on divisions that reflect three lines of business: Conventions and Meetings, Sports and Entertainment, and Special Events, where we make a range of strategic investments in the region's marquee sports, entertainment and cultural properties. Each division is driven by the desire to bring stellar events to Washington, DC by providing superior customer service to our clients and visitors.

### **SUMMARY DESCRIPTION**

The position manages and maintains a wide variety of marketing programs and communications for the Sports and Entertainment Division (SED) of Events DC. Examples of specific projects include: website, social media, special events, newsletters (internal and external), drafting press releases and media advisories, direct mail announcements, e-marketing campaigns, invitations, holiday cards, brochures, advertisements, presentations, sales materials, annual reports, specialty and promotional items, displays, and exhibits. Supports strategic direction of the sales plan and provides marketing to support sales goals and initiatives. Work is performed under the supervision of the Director of Communications.

### **EXAMPLES OF WORK ASSIGNED**

- Manages work flow and master production schedule.
- Ensures projects are developed within budget.
- Research and draft press releases and media advisories.
- Maintain historical information database.
- Maintain content on website and social media channels.
- Maintain and build relationships with local, national and international media outlets.
- Identify and track publicity opportunities, speaking engagements and strategic partnerships and events.
- Manages contractors to ensure they understand desired results, work is of high quality, on time and within budget.
- Works closely with Director of Communications to develop copy and content for each publication/project. Oversees all editing of publications.

- Interacts with a wide variety of Events DC staff, external partners and stakeholders to coordinate programs and events.
- Serves as primary contact for department for all photo, logo usage and other materials requests.
- Works with staff to provide a wide variety of tools and resources including signage, minor graphics design, and specialty items.
- Manages special events as needed.
- Designs, writes and produces a limited number of print materials in-house which may include staff and customer newsletters, fliers and invitations.
- Prepares specifications and works closely with Contract & Procurement Specialist to evaluate proposals for the purchase of goods and/or services to implement publications/projects. Contractors may, or may not, include printers, advertising agencies, public relations agencies, specialty items purveyors, industry publications, photographers, direct-mail houses, and signage/display companies.
- Coordinates printing production processes to ensure quality and inspects proofs for accuracy.
- Performs other duties as assigned.

### **SKILLS, KNOWLEDGE AND ABILITIES**

- Strong project management and organizational ability.
- Attention to detail and budget management is essential.
- Knowledge of communications and media outlets
- Ability to work with tight deadlines and to handle a large number of tasks/projects simultaneously.
- Must be a quick learner and able to work effectively with minimal supervision.
- Must be energetic and self-motivated.
- Strong visual design sensibility and creative thinker.
- Strong writing skills.
- Must have excellent computer skills including all Microsoft Word applications and design and graphics software application.
- Knowledge of traditional graphics production methods, techniques, and equipment; of commercial art practices, techniques, and production processes.
- Ability to establish and maintain effective working relationships with personnel from all levels of the organization.

### **ADA REQUIREMENTS**

- Ability to read and write and produce instructions, directions, letters, memoranda, brochures, newsletter media and other written materials.
- Ability to converse orally and utilize standards telephones, blackberries, and two-way radios to receive and communicate information to the industry, staff, and customers.

### **CORE COMPETENCIES (FUNCTIONAL MANAGER STAFF)**

- Financial Awareness
- Strategic Thinking
- Project Management
- Operational Effectiveness
- Job Knowledge and Technical Expertise

### **MINIMUM QUALIFICATIONS**

- Bachelor's degree in Journalism, Public Relations, Marketing, Communications, or a related field; AND
- At least three (3) years of progressively responsible work experience with responsibility for marketing and public relations programs.
- Any equivalent combination of related experience, training, and/or education.

## REQUIREMENT

- All positions require candidates to successfully complete our background screening process

**In an effort to protect our environment from paper waste all candidates must apply on-line on our website:**

**<http://careers.wcsa.com/employment/application.aspx>**

Computers are available in the Labor and Contractor Office (Access Control) at 1116 7th Street NW

Monday – Tuesday and Friday – 7:00 a.m. – 11a.m.

Wednesday and Thursday – 8:30 a.m. – 3:00 p.m.

**Washington Convention & Sports Authority T/A Events DC  
Human Resources Department  
801 Mount Vernon Place, NW  
Washington, DC 20001**

**All candidates will be considered without regard to race, color, religion, sex, age, national origin, marital status, disability or sexual orientation.**