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## POSITION OPENING: Marketing and Communications Manager

Salary Range: \$50,000 - \$65,000 based on experience

Position Status: Full time

Reports to: President & CEO

Location: Atlanta, GA with remote flexibility

### JOB DESCRIPTION

The Aerotropolis Atlanta Alliance **Marketing and Communications Manager** is responsible for planning, development, and implementation of all the organization's marketing strategies, communications, and public relations activities, both external and internal.

This member of the team will manage marketing efforts at the strategic and tactical levels and coordinate with other team members to tie all marketing activity back to organizational goals. The successful candidate will be one who thrives in a collaborative, dynamic, and at times ambiguous environment, keeps the big picture in focus, and is able to help the organization grow. Responsible for design, execution, project management, and engagement, the **Marketing and Communicating Manager** will be a key translator, navigator, and ambassador for the organization and its mission.

As a member of a small team, the **Marketing and Communicating Manager** will be involved in regular organization-wide strategic and business planning, evaluation, and professional development initiatives. This position reports directly to the President & CEO and collaborates regularly with the Senior Project Manager.

### DUTIES & RESPONSIBILITIES:

#### Strategy & Management

- Leads the development of Aerotropolis Atlanta's Marketing & Communications plan, makes strategic updates and recommendations when it would benefit the organization, and ensures adherence to the goals and brand outlined therein.
- Responsible for the achievement of the goals and objectives of the Marketing & Communications Plan. Ensure that evaluation systems are in place related to these goals and objectives and report progress to the President & CEO and Board.
- Ensure that the appropriate systems and procedures are in place to properly and reasonably support marketing and communications.
- Works closely with other staff to design and implement communications strategies and effective messaging for organizational and project-specific goals.
- Works with the President & CEO to develop annual budgets for marketing & communications, and monitor progress, assure adherence and evaluate performance.
- Assists the organization in ensuring our communications are culturally competent and reach diverse audiences.
- Manages some organizational partnerships that support organizational marketing and fundraising goals.



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### Brand Management

- Develop, implement, and evaluate an annual marketing and communications plan that includes social media, print and digital content, and email marketing.
- Ensure that brand identity, messaging and marketing and communications strategy are infused in all organizational efforts (programming, development, network support).
- Develop, implement, and evaluate marketing campaigns related to programs, special events, and donor cultivation.

### Content Strategy and Management

- Oversee the development, design, distribution, and maintenance of high-quality print and electronic collateral including, but not limited to annual report, brochures, presentations, newsletters, and reports.
- Lead the strategy and generation of engaging digital content for Aerotropolis Atlanta's website, social media and email channels that leads to measurable action.

### Press and Public Relations

- Identify trends, monitor current events and influencers to anticipate opportunities for Aerotropolis Atlanta to engage in and/or lead the national conversation on equitable and sustainable airport area economic development.
- Guide the strategy on press outreach, including messaging in press releases, creation of press kits and materials, interview preparation, and responses to media requests.
- Develop and maintain close partnerships with members of the media.

### Fundraising

- Assists membership and other staff with fundraising.
- Occasionally edits grant proposals.

### Other

- Represent the Aerotropolis Atlanta Alliance at public events.
- Other duties as assigned.

### **SKILLS & QUALIFICATIONS:**

- Bachelor's degree required in the areas of marketing, business administration, management, advertising, journalism, public relations and/or communications or related field.
- At least three to five years of professional experience, including managing communications, marketing, social media, and public relations activities.
- Demonstrated skills, knowledge and experience in the successful development and execution of marketing campaigns, communications and public relations activities



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- Strong creative, strategic, analytical, organizational and personal skills, with the experience of managing multiple projects at a time
- Experience overseeing the design and production of online and print collateral and publications
- Excellent writing and editing skills
- Experience developing and implementing successful social media marketing strategies
- Proven track record in developing a broad spectrum of proactive media relations campaigns and demonstrated ability to communicate effectively to diverse audiences
- Computer literacy in Microsoft Office and Adobe Design Suite experience required
- Commitment to working with shared leadership and in cross-functional teams
- Strong oral and written communications skills
- Excellent people skills, with experience collaborating in a multi-disciplinary, diverse, and dynamic team
- Demonstrated resourcefulness in setting priorities, proposing new ways of creating efficiencies, and guiding investment in people and system
- Flexible and a self-starter; able to manage multiple concurrent projects while also being highly detail-oriented with an attention to quality
- Personal qualities of integrity, credibility, and a commitment to Aerotropolis Atlanta's mission
- Ability to think creatively, solve problems collaboratively and work quickly under deadline.
- Team player
- Comfortable and agile with an ever-changing environment.
- BIG thinker.
- Great presentation skills

The Aerotropolis Atlanta Alliance is a regional nonprofit organization working with a diverse set of public and private partners to improve regional coordination to advance economic, workforce and community development around the world's busiest airport, Hartsfield-Jackson Atlanta International Airport (ATL).

Please email cover letter or resume to [info@aeroatl.org](mailto:info@aeroatl.org) before Friday, February 4<sup>th</sup>.