

Oakland Business Improvement District
Marketing and Communications Manager
Full-time
FLSA Status: Salaried / Exempt

Position Summary:

The Marketing and Communications Manager will develop and ensure the successful implementation of the marketing, communications, branding, and messaging strategy for the Oakland Business Improvement District organization (OBID) and for OBID's community partner the InnovatePGH Partnership. OBID and InnovatePGH Partnership share a common goal to promote Oakland as a world class center accelerating Pittsburgh's status as a global leader in the innovation economy. The Marketing and Communications Manager will raise the community visibility and highlight the successes of the Oakland region and the importance of this community in Western Pennsylvania and beyond.

Responsibilities:

We seek a results-driven, enthusiastic professional motivated by a desire to make a real difference in the Oakland community and who enjoys working in a collaborative environment. The Marketing and Communications Manager will report directly to the OBID Chief Executive Officer while working closely with the OBID and InnovatePGH staff.

PR & Communications

- Overall responsibility for OBID and InnovatePGH Messaging Strategy and quarterly calendar;
- Develop the organizations' overall communications plan and PR calendar;
- Manage the Digital Content and Marketing Coordinator who will be responsible for a sustained program of frequent digital media communications across multiple platforms targeting key stakeholders;
- Ownership and Management of the OBID and InnovatePGH brand voices in marketing and communication materials;
- Manage and execute the Registered Community Organization (RCO) program communication requirements for multiple community stakeholder audiences, attend monthly meetings;
- Clearly communicate OBID's programmatic updates and accomplishments to stakeholders;
- Write and gain appropriate approvals for letters of support as requested; and
- Assist CEO with communications and legislative needs related to broader City and regional projects and developments, such as BID expansion, Oakland Plan, etc.

Marketing and Branding

- Increase brand awareness of the OBID organization and continue to advance our prominence as a passionate and trusted steward of the Oakland community;
- Work with OBID's Program and Events Manager, and InnovatePGH team to identify opportunities to celebrate and market key initiatives, with the support of the OBID's Digital and Marketing Coordinator;
- Continuously seek out, connect, and follow through with marketing and promotional

- opportunities;
- Develop and deploy inventive and creative earned media events and happenings in an urban environment;
- Ensure Oakland and OBID are represented by professional branding guidelines and subsequent materials; and
- Ensure all OBID programs and initiatives are branded professionally to be easily recognizable, clear, and properly credits the organization.

Press Management

Collaborating closely with the Chief Executive Officer (spokesperson for the OBID organization) the Marketing and Communications Manager will advise and interface with members of the press and help arrange meetings, provide key talking points, and help react to press articles about the organization and the district. The Marketing and Communications Manager will position the OBID as a “Media Resource” and trusted source for news and information about Oakland. Additional duties include:

- Responsible for managing relationships with the press and issue regular press releases to highlight successes;
- Ensure positive news media coverage in key publications; and
- Oversee the preparation and drafting of various communications (email, social media, e-blasts, etc.).

Administration

- Manage contracts and contacts for marketing and creative agencies related to OBID’s needs;
- Manage and direct all earned, owned, paid, and hacked media initiatives; and
- Represent OBID at various local and regional meetings and/or events in a professional and responsive manner.

Education and Experience

Qualified individuals are expected to have:

- Bachelor’s Degree in Advertising, Marketing, Communications, Public Relations, or equivalent experience and/or training.
- Minimum 7-10 years of professional experience working in communications, marketing, media or other similar capacity.
- Equivalent combinations of education and experience may be substituted to meet the education and experience requirements of this position.
- Proficient skills in web content management systems, ability to build websites in WordPress, Drupal, or off the shelf products like Square Space and Wix
- Knowledge of marketing and communication technologies and platforms such as MailChimp, Microsoft Office 365, Zoom and Eventbrite.
- Excellent design skills, proficient in using the Adobe Suite - specifically Adobe Illustrator, Photoshop and Premiere Pro
- Able to collect and interpret marketing data to present and predict audience influence and impressions

Salary and Benefits:

Salary commensurate with experience and dependent on qualifications. This is a full-time position with excellent benefits package:

- 100% employer-paid individual health coverage, effective first of the month following hire date (includes medical, dental and vision)
- Long Term Disability and Life Insurance
- 403(b) retirement plan with employer contribution beginning after 12 months of employment
- Generous PTO
- Eleven paid holidays per calendar year
- Monthly cell phone and parking allowance

OBID offers a flexible hybrid work schedule with a shared office space environment located in an Oakland based co-working space.

TO APPLY: Submit resume, cover letter, salary expectations and three (3) professional references to apply@oaklandbid.org.

OBID is an Equal Opportunity Employer.

Diversity and Inclusiveness: OBID strives to create a diverse and inclusive workplace. We highly encourage qualified applicants regardless of age, color, creed, disability, ethnicity, gender, gender identity or expression, marital status, national origin, race, religion, sexual orientation, military or veteran status, or any combination of these or related factors, to apply for consideration.

About OBID

We are the Oakland Business Improvement District (OBID), one of Pittsburgh's largest place management organizations. As the face of Oakland's future, we are driven by our vision to set the standard for growth and innovation. This is accomplished by reframing the experience of the commercial, retail, office and residential environments, while dismantling oppression, embracing diversity, promoting diverse business and creating spaces for social, racial and economic justice. We are an established and growing organization that is seeking dedicated individuals who share our commitment to ensure Oakland's place as Pennsylvania's global center. For more information, visit www.oaklandpittsburgh.com.

For more information about our community partner InnovatePGH Partnership, visit www.innovatepgh.com.