



## WESTSHORE ALLIANCE POSITION OPENING

### Director of Marketing

The Westshore Alliance is currently seeking candidates to fill the role as the organization's Director of Marketing. The Westshore Alliance is a business-based, membership-driven organization dedicated to improving the quality of life for the nearly 100,000 employees that call Tampa's Westshore District their working home. Responding to needs defined by member companies, the Alliance has made significant progress in the areas of transportation, beautification, District marketing and crime prevention in Westshore.

#### **Position Summary:**

The Director of Marketing is responsible for developing and overseeing marketing, communications and public relations programs for Tampa's Westshore District. Reporting to the Executive Director, this position develops and implements strategic marketing and communication plans and manages the budget for the Westshore Special Services District (SSD), including initiating and administering applicable contracts.

#### **Responsibilities:**

- Develop, implement and maintain strategic marketing plans, with annual action plan and reporting, to promote the Westshore District
- Develop, manage and track the annual marketing and communications budget for the Westshore SSD
- Manage the Westshore District and Alliance brand, ensuring quality and consistency across all marketing platforms
- Oversee all aspects of the biennial Westshore District Survey
- Develop and maintain a comprehensive database of relevant Westshore market research and demographic data
- Develop, implement and manage the social media program with analytics for Westshore and the Alliance
- Create compelling content and key messages for District marketing initiatives, including website, e-newsletters, advertising, social media, videos, event programming, and other publications
- Design publications, including event programs, annual Year in Review, social media and web graphics, event digital display boards, fact sheets, and other collateral
- Work with outside creative services firm to oversee design of large-scale District promotion projects
- Manage media relations and serve as point of contact for media inquiries
- Manage and maintain the website, online newsroom, and multimedia library
- Perform other duties as may be assigned

**Job Requirements:**

- Bachelor's degree in Marketing, Communications or a related field
- 3-5 years' experience in a related field
- Excellent project management, organizational, and problem-solving skills
- Ability to express ideas clearly and persuasively, both orally and in writing, to a variety of audiences
- Excellent time-management skills: ability to multitask and prioritize limited time and resources
- Ability to make independent decisions and use discretion to accomplish duties
- Demonstrated management of social media platforms and best practices
- Experience working with and managing consultants
- Knowledge of Microsoft Office (Word, PowerPoint, Excel, Publisher)
- Experience with email marketing and graphic design software a plus
- Experience in public information, public affairs, and/or community outreach is helpful

**Working Conditions:**

- Full-Time Position. Standard office hours are Monday to Friday, 8 a.m. to 5 p.m. Hours may vary occasionally to accommodate special events and meetings.
- Occasional local travel during the workday to attend meetings

**Compensation:**

Position offers a competitive salary. Benefits provided include health insurance, long-term disability insurance, 401k with company match and paid vacation and annual sick leave.

Please email cover letter and resume to:

Ann Kulig  
Westshore Alliance  
[Kulig@westshorealliance.org](mailto:Kulig@westshorealliance.org)

NO CALLS PLEASE