

Title: Marketing Manager
Reports: President & CEO
Classification: Exempt
Status: Full Time

MARKETING MANAGER POSITION DESCRIPTION

About the Detroit Riverfront Conservancy (DRFC)

The Detroit Riverfront is one of the most vibrant gathering spaces in Michigan. Each year, approximately three million people visit the Detroit Riverfront to meet friends, enjoy the natural beauty, participate in public programs and more. The Detroit Riverfront Conservancy (DRFC) seeks a Marketing Manager to help tell the story of this “world-class gathering space for all.”

The Detroit Riverfront Conservancy was formed in 2003 as a 501(c) (3) organization with the mission of developing access to the Detroit International Riverfront. The DRFC will be celebrating its 20th Anniversary in 2023.

The Marketing Manager will be responsible for connecting the mission and vision of the Detroit Riverfront Conservancy to broad audiences. This is accomplished through managing and creating all social media content and reaching new audiences through innovative marketing strategies.

The Detroit Riverfront Conservancy team is unique. It’s comprised of a group of scrappy, non-profit leaders who are laser-focused on serving the community. They care about each other and come from diverse backgrounds.

The Mission:

The DRFC is responsible for the establishment, improvement, operation, maintenance, security, programming and expansion of the Detroit Riverwalk and associated green spaces. Through its public/private partnerships, the DRFC will support the development of the riverfront district and facilitate community access to the waterfront.

Summary:

Reporting to the President & CEO, the Marketing Manager will set and implement the strategy for all marketing activities and budgets while articulating the DRFC mission and vision. The Marketing Manager will work closely with the fundraising, programming and public relations teams, and will help to communicate organizational information to a diverse network and constituent base, including stakeholders, funders, and residents. The position involves a significant amount of content generation and writing, as well as strategic positioning.

The Marketing Manager will work closely with the executive team, as well as with the Director of Public Relations on a variety of strategic initiatives.

Essential Duties and Responsibilities:

- Manage social media platforms, develop an editorial calendar and campaigns to ensure an impactful and consistent social media presence, monitor, measure, and report on social media activity and trends.
- Develop and implement strategic marketing plans that support mission growth and further the success of programming and fundraising efforts.
- Develop and manage marketing-related budgets.
- Work with the Director of Public Relations to create written content, including newsletters and other marketing materials.
- Work with key stakeholders to develop and then implement and manage marketing and communications strategies for website content, stakeholder communications, social media, and other content.
- In partnership with the vision from key department leaders from the Programming, Public Relations and Development teams, ensure the consistent articulation of the organization's desired image, brand, and position.
- Manage email campaign metrics and provide business intelligence and insights to department leaders.
- Provide editorial direction, design, production, and distribution of all publications, including email campaigns for the organization.
- Work closely with department leaders to create and manage marketing events.
- Manage all outsourced creative production, including photography, video production, web design, etc.

External Marketing:

- Work closely with the Director of Public Relations to develop, manage and implement strategies for marketing materials, such as: quarterly and yearly newsletters, brochures, website, email marketing tools and platforms, outreach, and marketing event planning. This also includes providing riverfront tours and giving presentations to various community groups.
- Manage the day-to-day activity of assigned projects, ensuring the work is successfully completed within time and budget parameters while meeting quality of work expectations.

Internal Clients:

- Lead internal briefings and kickoff meetings with the programming and fundraising teams, communicating critical information such as strategy, deliverables, mandates, timing and resource allocations.
- Obtain all project details for each job request, ensuring all necessary information is obtained.
- Perform other duties as assigned.

Physical Demands:

Most work will be in the office, but occasional travel will be required, so reliable transportation will be needed.

Must be able to lift at least 30 lbs. Some physical work may be needed from time to time to support promotional set up at fundraising, programming, public relations and marketing events.

Compensation and Benefits:

Compensation is commensurate with experience and includes a comprehensive, competitive benefits package.

- Health Care Plan (Medical, Dental & Vision)
- Long Term and Short-Term Disability
- Retirement Plan (401k)
- Life Insurance
- Paid Time Off (Vacation, Sick & Public Holiday)

Qualifications:

- Proven ability to develop strategic marketing plans and manage implementation.
- Strong written and verbal communication skills.
- Background in writing and social media analytics and campaigns.
- Hard working self-starter who can manage complex tasks.
- 5 years of relevant experience.

Hours:

This is a full-time position. Working hours are generally 8:30 a.m. - 5:00 p.m., however it is expected that this person will have a flexible schedule and will work additional hours occasionally to accommodate evening and weekend activities and reporting deadlines. This position allows for working remotely on occasion.

Contact:

Please email your cover letter, resume, salary requirements and references as a single pdf with the title "DRFC Marketing Manager" to Tanjia Wilkerson at careers@detroitriverfront.org.

Please no phone calls.

Target Start Date:

January 2023