

**MAJOR FUNCTION**

This is highly responsible and professional work performed under general policy guidelines of the Tallahassee Downtown Improvement Authority Board. Provide leadership and coordination of marketing and events programming functions, project development and office administration. Develop and implement marketing and events programming strategy. Monitor and analyze marketing and promotion activity against goals established by the Tallahassee Downtown Improvement Authority Board. Actively advocate for the organization and act as liaison with various organizations (.i.e. Visit Tallahassee, Florida State University, Florida A & M University, Chamber of Commerce, Merchants Association, Community Redevelopment Agency, residential neighborhoods and others as may be required). Development and implementation of the overall Downtown Vision is a critical component.

**ESSENTIAL AND OTHER IMPORTANT JOB DUTIES****Essential Duties**

Direct and coordinate Tallahassee Downtown Improvement Authority (TDIA) marketing functions. Identify and develop additional/expanded promotional strategies and direct and oversee all TDIA marketing functions. Research and develop strategies and plans, which identify downtown marketing opportunities and new downtown promotional opportunities. Develop and manage marketing and events programming budgets, oversee the development and management of internal operating budgets. Supervise the planning and development of TDIA marketing and communications materials. Supervise the preparation, issuance, and delivery of public relations materials, exhibits, and promotional programs for the TDIA. Develop, coordinate and manage TDIA special events including event fundraising. Analyze and evaluate the effectiveness of methods, costs, and results of strategies and promotions undertaken by the TDIA. Plan and coordinate TDIA public affairs and communications efforts, to include public relations, community outreach and social media presence. Initiate, participate and direct project development efforts. Represent the TDIA at various community and/or business meetings for the purpose of promoting the TDIA. Establish and maintain positive working relations for the TDIA with downtown business leaders, Florida State University, Florida A & M University, Tallahassee Community College, city and county staff, community leaders and elected officials, (i.e. Visit Tallahassee, COCA, Chamber of Commerce, Merchants Association, CRA). Recommend and administer policies and procedures to enhance operations of the TDIA. Establish and implement short and long-range goals, objectives, policies and operating procedures. Serve on local planning and policy-making committees. Direct all activities necessary to achieve the goals, objectives and policies of the TDIA. Represent the TDIA in all actions and initiatives. Recruit, train, supervise and evaluate staff of the TDIA. Develop internal and external constituents; internal through meetings with downtown property owners in order to effectively identify their needs and advocate for their collective needs, and external, through other individuals, organizations and groups as may be required.

**Other Important Duties:**

Other duties as assigned by TDIA Board.

**DESIRABLE QUALIFICATIONS****Knowledge, Abilities and Skills**

Applicable experience in downtown and redevelopment marketing, event management and project development. Experience in fundraising and securing necessary funding of public events. Experience in strategic planning and execution. Knowledge of contracting and negotiating. Knowledge of developing and structuring budgets and program goals. Experience in planning marketing strategies, advertising campaigns, and successful public relations efforts. Ability to present professional written and verbal communication. Work requires interpersonal skills. Ability to

motivate teams to produce quality materials within tight timeframes and simultaneously manage several projects. Ability to participate in and facilitate group meetings.

Minimum Training and Experience:

Graduation from an accredited college or university with a degree and a preferred concentration in marketing and/or public relations and five years of experience in a marketing position or public relations function. A combination of equivalent training and experience can be substituted as required.

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