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<b>Position Title:</b>	Director of Marketing and Communications
<b>Organization:</b>	NoMa Business Improvement District & NoMa Parks Foundation
<b>Supervisor:</b>	President
<b>Salary:</b>	Commensurate with experience

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The NoMa Business Improvement District (NoMa BID) is a 501(c)(6) nonprofit organization whose mission is to create a clean, safe, and welcoming environment for residents, workers, and visitors and to promote the ongoing growth and development of NoMa. The NoMa Parks Foundation, a 501(c)(3) organization, is an affiliate of the NoMa BID with the mission to establish welcoming, sustainable, beautiful spaces where people can play, refresh, and connect in NoMa. The NoMa BID provides staffing and administrative resources to the Parks Foundation.

The NoMa BID encompasses 35 blocks just north of Union Station in Washington, DC. Once an industrial area, NoMa is among the fastest-growing neighborhoods in the District and comprises more than 18 million square feet of new development. In addition, as of 2019, more than 4,500 new residential units have been built, with another 1,900 under construction. In total, over 37 million square feet of mixed-use development are planned within the NoMa BID. Significantly, there are also more than 49,000 residents in established communities in and around NoMa — including 12,000-plus within the BID’s boundaries — who use the services and amenities in the commercial core of NoMa. The neighborhood is supported by unparalleled public transportation access, with two Red Line Metro stations plus VRE, MARC, and Amtrak connections at Union Station, and is a globally recognized example of successful transit-oriented development. The neighborhood Walkscore is 95, and NoMa is served by the Metropolitan Branch Trail and 10 Capital Bikeshare stations. More information is available on the NoMa BID website at [nomabid.org](http://nomabid.org), and the Parks Foundation website at [nomaparks.org](http://nomaparks.org).

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### **Position Description**

The NoMa BID is seeking a talented Director of Marketing and Communications to oversee marketing, public relations, branding, and other communications efforts that promote NoMa and the efforts of the NoMa BID and the Parks Foundation. The ideal candidate will be a creative and strategic thinker able to maintain and enrich the NoMa brand. They will craft messages and initiatives that appeal to multiple audiences, including: BID members; C-suite executives of potential office tenants; government leaders; business owners; current and potential NoMa-area residents; NoMa workers; community groups; and others across the DMV. The Director of Marketing and Communications will create, implement, assess, and adjust strategic marketing plans for the BID and the NoMa Parks Foundation. The Director of Marketing and Communications manages consultants and other department vendors.

The Director of Marketing and Communications directly reports to and works closely with the President. The BID is a fast-paced, creative, and collaborative work environment with a small core staff of ten. The

BID's marketing initiatives range from polished thought leadership undertakings to whimsical marketing materials, all geared toward achieving the strategic visions for the BID and NoMa Parks. The Director of Marketing and Communications will work out of the BID office at 1200 First St. NE in Washington, DC, and the ideal candidate will be a resident of the greater Washington, DC metropolitan area, or be willing to relocate there.

The ideal candidate believes that neighborhoods have a unique voice and a personality, and wants to use their creative energy and keen sense of design to grow and amplify NoMa's voice, and to help establish NoMa as a bedrock part of the District's landscape and an incredible destination for work, play, and living.

## RESPONSIBILITIES

- Direct and manage a wide array of digital and print communications including websites, quarterly and annual reports, semi-monthly newsletters, and social media channels
- Implement and grow NoMa's strong brand identity and brand messaging through digital and physical assets
- Produce digital and print marketing materials and communications that demonstrate strong, consistent design and voice
- Develop and implement strategy for targeted campaigns, including those related to marketing, advertising, promotions, events and other initiatives
- Gauge the impact of various initiatives and provide periodic reporting to the President
- Assist the Director of Events with the conception and development of, and communications for, BID-produced events
- Coordinate with staff working on Parks Foundation initiatives on presentations, reports, public relations, and announcements of key initiatives
- Manage the branding and visual identity of the NoMa Parks Foundation
- Assist with NoMa stakeholder outreach and relationships for the BID and NoMa Parks
- Monitor communications mentioning and affecting NoMa across all platforms
- Monitor and respond to incoming email communications directed to NoMa's general inquiry mailbox
- Regularly update NoMa BID and NoMa Parks websites
- Respond to NoMa BID member requests for marketing assistance that engage NoMa BID digital and print platforms
- Manage public speaking opportunities and requests for NoMa neighborhood tours consistent with NoMa BID marketing and communications objectives
- Write press releases and serve as the NoMa BID media contact

### Preferred Experience/Qualifications

- Bachelor's degree or equivalent experience
- At least 6 years of progressive experience in marketing and communications
- Excellent written and verbal communication skills
- Proven experience managing projects and consultants
- Demonstrated ability to produce high-quality, well-designed marketing collateral and corporate communications materials
- Existing media relationships in the greater DC area
- Media trained, or a willingness to undergo media training
- Ability to think strategically and opportunistically
- Excellent planning and organizational skills
- Ability to establish and manage budgets
- Scheduling flexibility (working some evenings and weekends may be required)
- Understanding of real estate development, urban planning, and placemaking
- Proficiency with Microsoft Office products (Word, Outlook, PowerPoint), Adobe Creative Suite (Photoshop, InDesign), web applications (Wordpress, MailChimp, Dropbox, etc.), and social media platforms (Facebook, Twitter, Instagram, LinkedIn)
- Experience with Adobe products, including Photoshop, Illustrator and InDesign, strongly preferred

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**To Apply:** Send cover letter, resume, work samples (an example of graphic/web design and an example of persuasive writing) and references to the Director of Administration at [careers@nomabid.org](mailto:careers@nomabid.org) by Friday, March 6, 2020. No phone calls, please.