



**DOWNTOWN
LONG BEACH
ALLIANCE**

JOB DESCRIPTION

POSITION TITLE: Communications Manager

REPORTS TO: President & Chief Executive Officer

POSITION SUMMARY:

The Downtown Long Beach Alliance (DLBA) is seeking an experienced communications professional to serve as its Communications Manager who will work with the DLBA's management team in developing and implementing communications strategies to further its mission, goals and initiatives.

The Communications Manager will play an active and primary role in developing communications protocol and exercise best practices for DLBA to implement, while collaborating with a variety of stakeholders and community partners including, but not limited to, DLBA management, its Board of Directors and consultants in coordinating communications across the various platforms, areas of concentration and activities.

The Communications Manager will be an integral part of the team responsible for developing and implementing a strategic communications plan as directed by the President and CEO.

REQUIRED QUALIFICATIONS:

- Bilingual fluency in Spanish - both written and spoken is a preferred qualification.
- A Bachelor's degree in Communications, Public Relations, Journalism or Marketing.
- Five years of progressive experience working or managing a communications team or related experience at a communications, public relations or advertising agency.
- Outstanding written and verbal communication skills coupled with strong computer skills including use of social media and photography.
- Understanding of local government, community development issues and general information regarding the Downtown Long Beach community.
- Relationships with local and national media in the tourism, economic development, retail, commercial real estate and/or related fields.
- Ability to work in a fast-paced environment with various constituent groups including both external and internal audiences.
- Experience working with a nonprofit organization or a nonprofit board is preferred.

ESSENTIAL TASKS & RESPONSIBILITIES:

- Generates and promotes positive media stories about Downtown Long Beach/DLBA
- Develops, implements, and maintains public/media relations activities including community relations, public affairs, constituent relations, and message development.

ESSENTIAL TASKS & RESPONSIBILITIES (continued):

- Cultivates local, regional, and national media contacts and maintains media databases.
- Writes press releases and manages distribution lists.
- Ensures organizational messaging, collateral and digital media are available in multilingual formats to reach diverse communities in Long Beach.
- Implements and maintains a strategic and tactical social media plan including managing content, messaging, and branding of social media strategies.
- Monitors and maintains relevant press and media coverage and provides analysis.
- Assesses and reports on effectiveness of communications tools and recommend best practices for multiple target audiences.
- Develops and implements inter-departmental communications strategies for maximum organizational efficiency.
- Serves as DLBA representative and attends relevant community meetings and forums.
- Works with DLBA team to create original content for website and *Downtown Scene*, DLBA's E-Newsletter.
- Reviews DLBA initiatives, projects, and significant communications to ensure consistent messaging, tone, and style
- Edits and provides suggested revisions for DLBA's written materials, including publications, reports, newsletters, and e-blasts
- Preps staff members prior to press interviews
- If the President/CEO or appropriate department figurehead is unavailable, serves as spokesperson in for press interviews
- Develops specific communications strategies, touching all departments, in the event of ongoing issues or crises impacting Downtown

POSITION ENVIRONMENT

The Communications Manager works primarily in the DLBA administrative office. The position requires some off-premises work (within and outside of Downtown Long Beach) which may include, but not be limited to:

- Regular visits within the District and interfacing with stakeholders to become familiar with target audience traits and behaviors.
- Attending various meetings and facilitating outreach programs within the Downtown community.

Downtown Long Beach is a culturally diverse environment. The DLBA complies with State and Federal laws, which include Fair Employment Practice laws, providing equal opportunity in employment to all persons regardless of race, color, national origin, sex, age, religion, veteran status, or disability.

COMPENSATION

The Communications Manager is a non-exempt employee. Salary is commensurate with experience with a range of \$60,000 - \$75,000 including full medical, dental, vision benefits, paid vacation, employer contribution to 401(k) plan and parking pass.

TO APPLY

Please send cover letter, resume, references, and job expectations to info@dlba.org. **Incomplete packets will not be considered.** No phone calls please.

DOWNTOWN LONG BEACH ALLIANCE

The Downtown Long Beach Alliance is a non-profit, community-based organization whose mission is to cultivate, preserve and promote a healthy, safe, and prosperous Downtown. By balancing the

COMMUNICATIONS MANAGER JOB DESCRIPTION (Continued)

interests of the residents, as well as businesses, the DLBA creates tangible progress by way of vested interest and solidified partnerships across local, municipal, and commercial lines. For additional information, visit www.downtownlongbeach.org.

June 2021