

## **JOB ANNOUNCEMENT** **Communications Director** **Crystal City Business Improvement District**

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The Crystal City Business Improvement District (BID) is seeking a creative, energetic, and experienced communications professional to serve as the organization's first **Communications Director**. This new senior position will lead all aspects of the BID's marketing and communications efforts at an exciting juncture for both the neighborhood and the BID organization. This is a great opportunity to join a growing, high-energy team. Responsibilities include:

- *Communications/PR Strategy* – Develop a comprehensive communications strategy across platforms and identify public relations opportunities, goals, and tactics for the BID in tandem with the organization's big picture
- *Marketing/Design* – Lead the development of a new brand identity and marketing strategy across various platforms as part of the BID's rebranding and organizational expansion efforts including the management of consultants/vendors and oversight of community engagement
- *Media Tracking* – Create and maintain a calendar of PR-worthy moments, milestones, announcements, etc.; Coordinate cross promotion via media and digital/social channels; Monitor news coverage and media metrics
- *Writing* – Develop press materials, presentations, proposals, remarks, statements, website content, marketing campaigns, social media, events
- *Media Relations* – Develop relationships with the local media; Sustain ongoing conversations with media relevant to the BID and proactively cultivate media coverage aligned with the PR Strategy
- *Visibility* – Identify opportunities for the BID president and others that will enhance the visibility of the neighborhood and work of the BID
- *Agency Liaison* – Serve as point person for external agency

### **Qualifications:**

- A minimum of a bachelor's degree in marketing, communications, journalism, business, English or a related field is required
- 7-10 years of relevant work experience in professional marketing, communications, public relations, or advertising
- Excited about Crystal City, urbanism, planning, real estate, and placemaking
- Experience in real estate, planning, non-profit or BID environment is a plus
- Track record of building and executing critical communications plans, marketing strategies, and social media campaigns
- Extensive media and public relations experience including pitching stories to media outlets
- Exceptional written skills and history of developing content for different platforms and events
- Capable of serving as a compelling spokesperson for the organization
- Strong graphic presentation and visualization skills (Adobe Suite, PowerPoint)
- Enthusiasm for working in a dynamic, flexible and fast-paced environment

The Crystal City BID offers competitive salaries, excellent benefits, and a convenient Metro accessible location. The BID is an Equal Opportunity Employer. It is our policy to recruit, hire, train, and promote individuals in all job titles, and administer all programs, without regard to race, color, religion, creed, age, sex, national origin or ancestry, protected veteran status, perceived disability, or status as a qualified individual with a disability, or any other category protected under applicable laws. The BID celebrates diversity and is committed to creating an inclusive workplace environment.

To apply, please send a resume and cover letter stating your interest in the role to Kyle Easter at [keaster@crystalcity.org](mailto:keaster@crystalcity.org) with "Communications Director" in the subject line. The deadline for submission is Friday, February 22, 2019. Those applicants requiring accommodation related to the application and/or review process should notify Kyle Easter at [keaster@crystalcity.org](mailto:keaster@crystalcity.org). No calls or walk-ins, please.

***About the Crystal City BID***

The Crystal City Business Improvement District (BID) is a non-profit organization established as a public-private partnership with Arlington County to promote the vibrancy of Crystal City and is funded by a special tax paid by property owners within the BID's boundaries. The Crystal City area is experiencing an exciting transformation with billions committed in public and private investment, Amazon's selection as a second headquarters location, and a thriving residential, hotel, and business community. The BID is strengthening the experience and identity of Crystal City through placemaking, public art, transportation, economic development, events, and marketing/promotion.