

Bel Air Downtown Alliance

Job Title: Marketing Communications Associate

Job Type: Full Time – Permanent

Location: Harford County – Bel Air, Maryland

The Bel Air Downtown Alliance is looking for an experienced Marketing Communications Associate to help plan and implement our marketing and advertising activities, manage website and social media accounts, and lead special events.

The Organization:

The Bel Air Downtown Alliance is a nonprofit community development organization whose mission is to mobilize stakeholders to invest in Bel Air's neighborhoods, economy, and quality of life. As a designated Main Street Maryland Community we are committed to fostering economic revitalization and sustainability to Downtown Bel Air. We envision Bel Air's future as a place in which people live, work, and play. We attract and welcome diverse neighborhoods where our parks, schools, and commercial centers are vibrant assets that enrich our quality of life. Our success is based on strong collaborations with our government and economic partners.

Some of what you'll do:

- Create company literature and other forms of communication
- Create marketing and promotional materials, both print and electronic
- Work with advertisers for timely and useable ad submissions
- Copyedit, proofread, and revise communications
- Recommend, implement and maintain site design and operation
- Work with Executive Director to determine special event budgets and manage expenses to that budget
- Work with Project Coordinator to insure execution of special events
- Promote mission through public relations initiatives
- Develop marketing communications campaigns
- Track and create reports on marketing and web/social media analytics

Qualifications:

- An associate's or bachelor's degree in marketing or a closely related field of study
- Proven work experience as a Marketing Associate, Marketing Assistant or similar role

What we are looking for:

- Knowledge of digital marketing digital tools and techniques (social media ads, Hootsuite, CRM)
- Experience with SEO/SEM campaigns (Word Press)
- Solid computer skills, including MS Excel, web analytics and Google Adwords
- Knowledge of special events planning and management
- Ability to work a flexible schedule, including occasional evenings and weekends
- Excellent communication skills, including writing, proof reading skills, and speaking
- Proven ability to work effectively both independently and in a team based environment
- Demonstrated willingness to be flexible and adaptable to changing priorities
- Perform multiple tasks under tight deadlines without sacrificing quality or accuracy
- Strong attention to detail and follow-through

Please submit your resume and cover letter to careers@downtownbelair.com. You must clearly indicate the role title in your submission.

Only applicants being interviewed will be contacted. All replies will be treated with the highest level of discretion. The Bel Air Downtown Alliance is an equal opportunity employer.