



Manager, Marketing and Public Affairs

ORGANIZATION OVERVIEW

The North Houston District is a management district that provides programs and services that help ensure the area's growth and prosperity, and advocates for projects and development that attract the best in commercial and residential life to our appealing, safe, accessible and green activity center.

Created in 1991, the District leverages public and private partnerships to provide enhanced services in public safety, planning and development, beautification and maintenance of public rights of way, and development of parks and trails.

Throughout the years, the District has leveraged millions of dollars to bring much-needed public projects to the area, sometimes with a financial commitment, but just as often with expertise, time, credibility, innovation, and strategic partnerships.

Visit us at <https://www.northhouston.org/>

POSITION OVERVIEW

The Manager, Marketing and Public Affairs works with the District president and other team members to develop and implement communications initiatives that promote the North Houston District as a great place to live, work, visit and invest. The Manager reports to the District's president, providing input, feedback, and counsel on a variety of communications issues.

Ideal candidates for this role have a knowledge of communications strategies and tactics, experience implementing marketing and communications plans, are strong writers with the ability to write for multiple platforms and publications, and are creative problem-solvers with the ability to work well with a team.

FOCUS AREAS AND ESSENTIAL DUTIES: Responsibilities include (but are not limited to):

Marketing and Communications

- Help plan and execute communications plans that effectively support and communicate activities and initiatives undertaken by the District and its departments
- Analyze media (paid, earned, shared, and owned) to select avenues for reaching target audiences

- Assist with writing, editing, producing, and overseeing the distribution of District publications, press-releases, newsletters, content for digital and social channels, and other communications
- Foster positive working relationships with area media outlets and serve as the District's Public Information Officer by coordinating the appropriate staff or board member for interviews, meetings, etc.

Public Affairs

- Represent the District on boards and committees within the District and citywide, particularly those related to communications efforts of local stakeholders and partners, as well as commercial real estate and economic development entities
- Stage breakfasts, luncheons or other meetings and events to inform media, commercial real estate professionals, community leaders and/or the public about area activities and development
- Provide media and PR support for district events that generate from other departments

Administration

- Assist with development and management of the department's annual budget
- Oversee District's Marketing and Public Affairs Committee, including preparation of agendas, reports and meeting packets
- Negotiate and manage all vendor contracts executed to support department's activities

QUALIFICATIONS AND COMPETENCIES

- Minimum of 5 years of public relations or integrated marketing and communications experience
- B.S./B.A. in public relations, communications, marketing, or related field
- Government or Non-Profit experience a plus
- Advanced writing and editing skills
- Creative/critical thinking and problem-solving skills
- Track record of developing and managing strategic communications plans that achieve targeted goals
- Ability to work well independently and with a team, both virtually and in-person

WORK ENVIRONMENT

Work is carried out in a controlled, agreeable environment as generally represented by normal office conditions.

EQUAL OPPORTUNITY EMPLOYER

The North Houston District is an equal opportunity employer. We consider applicants for all positions without regard to race, color, religion, creed, gender, national origin, age, disability, marital or veteran status, sexual orientation, or any other legally protected status.

COMPENSATION:

Commensurate with experience. The District offers full benefits, including health, dental, and vision insurance, and retirement contributions.

TO APPLY:

Please send cover letter, salary requirement and resume to: gsimpson@northhouston.org