



Greater Jamaica
Development
Corporation

Marketing / Communications Associate

As of February 4, 2019

Who We Are

GJDC is a community-building organization that plans, promotes coordinates and advances responsible development to revitalize Jamaica and strengthen the region.

We are at the forefront of the revitalization of Downtown Jamaica, Queens – laying the groundwork for more jobs, increased economic opportunity, and a better quality of life for the people who live and work here. We take on real estate initiatives that lead the market. And when there is a major infrastructure project in the works, we are at the table – either as a planner, advisor or project manager. Working closely with government and business, GJDC is changing the landscape and perception of Jamaica.

Just over the last few years our projects have transformed the area around the Jamaica LIRR Station, paved the way for over a thousand affordable housing units, sparked construction of hundreds of hotel rooms and enabled a myriad of small businesses to obtain loans.

Who We Are Looking For

If you are the perfect candidate to join our team:

- *You have a degree in marketing, creative writing, communications, journalism, and/or a related field with at least 2 years of related experience in professional setting* — Ideally, you've worked on scrappy marketing campaigns in an economic development organization, elected official's office, or similar professional setting where you've had to wear many hats.
- *You are a natural storyteller with impeccable copywriting skills*— You'll be editing presentations and writing speeches one minute, and crafting fun Twitter copy and snazzy subject lines the next, often without much time to plan. You are exceptional at both writing and editing.
- *You are an outgoing, people person* – You are a highly effective communicator who enjoys engaging with people on all levels.
- *You are a stickler for the appropriate use of white space in a presentation*—You understand basic design principles and have a modern aesthetic eye with the ability to help craft beautiful, effective, and immersive experiences across print, web, mobile, email, and social media.
- *You embrace technology*—You are up-to-date with industry leading software and technologies (Adobe Creative Suite; basic HTML/CSS; website CMS, preferably WordPress; Canva; Microsoft Suite, especially PowerPoint; etc). Even better if you also have training in or know your way around graphic design tools and can help design materials!

- *You flourish in innovative environments*— You are comfortable with the ambiguity that can come with a dynamic and progressive workplace. You think independently, solve problems, organize tasks and efficiently handle multiple assignments at once with little supervision.
- *You have a strong desire to make a BIG, measurable difference*— We're driven by the transformative changes happening in Jamaica, Queens. To work here, you need to be passionate about helping to make it happen.

What Your Contribution and Impact Will Be

Reporting directly to the Chief of Staff you will be part of our Communications team and essential in:

- **Producing written content across internal and external platforms**
 - Write compelling and uniform copy that will resonate and grab the attention of various audiences through corporate communications, email newsletters, social media, presentations, signage, and other marketing materials.
 - Translate program data and research into compelling narratives for external pieces including grant proposals, press releases, speeches, and research reports.
 - Build, refine, write, and disseminate key messaging and talking points, and serve as preliminary editor for all GJDC written materials across departments.
- **Helping to shape and implement GJDC's visual and digital presence across a range of formats**
 - Help craft impactful marketing materials and presentation decks to tell a great story through bold photos, infographics, and more using our branding and voice.
 - Help manage all of GJDC's digital channels including website, email marketing, social media platforms, and third-party integrations.
 - Create, organize, and maintain robust digital asset library (including photos and video), either through personal skills or the effective sourcing and management of outside contractors.
 - Manage production of marketing materials, including negotiations and contracting with production vendors.
 - Work collaboratively across departments to help manage and deliver an effective content distribution calendar and process, including long-term planning.
- **Analyzing the effectiveness of our communications**
 - Regularly evaluate metrics, SEO, and outcomes through the use of digital analytics.
 - Review website, analyze traffic and evaluate and recommend future enhancements to improve usability, SEO and page traffic.

- **Serving as a liaison on behalf of the company with external stakeholders**
 - Attend relevant internal and external meetings and events for the purpose of developing GJDC presence in the community.
 - Collaborate with internal and external stakeholders for the purpose of building effective communication and enhancing relationships.
 - Assist with all aspects of event production and management.

- **Handling other tasks and special projects as assigned**
 - If successful, your impact will bring the GJDC story to life in a clear and compelling way to deepen engagement, increase our visibility, and drive GJDC's growth. Communications is not a support function— it's as integral as everything else we do.

Benefits of Working Here

- Learn first-hand the inner workings of an industry regarded economic development organization, with a highly respected team of professionals
- Meaningful work at an organization that is at the forefront of major economic development projects within the City of New York, helping to coordinate over \$160 million of State and City investments and millions in additional private investments
- Additionally, we are an equal opportunity employer currently offering the following added perks:
 - Generous paid time off package (including vacation, sick, and holidays)
 - Subsidized major medical health plan + dental / vision plan
 - 403b retirement savings plan (with employer contribution)
 - Commuter benefits / subsidized parking
 - Flexible spending and dependent care accounts
 - Tuition reimbursement

How to Apply

If you know you are the right candidate for this position, you should send the following four pieces to: hr@gjdc.org with the subject "Marketing/Communications Associate":

1. Your resume
2. Your cover letter with salary requirements
3. Up to three work product samples. We love that you spent grueling hours perfecting your hundred-page thesis, but please no academic papers. Show off your digital storytelling savvy with a mix of topics and audiences!
4. One example of what you believe is a visually compelling marketing campaign. It could be one you worked on, or from a company you admire!

Review of applications will begin immediately and will continue until the search process concludes. Recommendations of potential candidates are welcome. All recommendations, applications, and inquiries will be kept confidential.