



Greater Jamaica
Development
Corporation

As of July 16, 2019

Senior Manager, Marketing and Communications

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 thousands of 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're a great communicator.** You are a natural storyteller with impeccable copywriting skills. You find it easy to express your thoughts in spoken or written form. You are an outgoing, people person. You have a degree in either marketing, creative writing, communications, journalism, and/or a related field. Ideally, you've worked in communications in an economic development organization, elected official's office, or similar professional setting for at least 3 years.
- **You're a superb executor and project manager.** You have a proven track record of managing multiple projects simultaneously and an ability to balance execution of short-term/urgent tasks with long-term project management; 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 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 COO, and managing the Marketing/Outreach Manager, 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, speeches, grant proposals, press releases, research reports, email newsletters, social media, presentations, signage, and other marketing materials.
 - Build, refine, write, and disseminate key messaging and talking points, and serve as preliminary editor for all GJDC written materials across departments, including working closely with the Resource Development Dept.
 - Work collaboratively across departments to help manage and deliver an effective content distribution calendar and process.

- **Helping to shape and implement GJDC's visual and digital presence**
 - 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 contracting with vendors.

- **Serving as a liaison on behalf of the company with Board of Directors and external stakeholders**
 - Serve as liaison to the Board of Directors, assisting with all aspects of Board communications and outreach, meeting production/management, and minutes.
 - Attend relevant internal and external meetings/ events for the purpose of developing GJDC presence in the community.
 - Assist with all aspects of special event production and management.

- **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.
- **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 is 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 (vacation, sick, and holidays)
 - Subsidized major medical health plan + dental/vision plan
 - 403b retirement savings plan (with employer contribution)
 - Commuter benefits/subsidized parking
 - Health savings and dependent care accounts

How to Apply

If you know you are the right candidate for this position, you should send the following three pieces to: hr@gjdc.org with the subject "Senior Manager Marketing and Communications":

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 storytelling savvy with a mix of topics and audiences!

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.