



Wilmington Alliance Seeks a *Marketing and Communications Manager*

Wilmington Alliance, Wilmington DE

Wilmington Alliance was founded in 2019 by the merger of two long-standing Wilmington nonprofit organizations. Our *Vision* is that Wilmington will be a thriving community that offers opportunities and access to all. Our *Mission* is to bring people together to drive innovative solutions, leverage resources and promote opportunities to empower the city's residents and businesses.

Our work is fueled by our *Values* of Equity, Results-Oriented, Inclusion and Collaboration:

Equity Our work is guided by the belief that social and economic well-being occurs when traditionally underserved individuals and communities both drive and share in the benefits of economic growth.

Results-Oriented Our programs and initiatives produce demonstrable outcomes that directly and indirectly improve the quality of life for Wilmington's residents and businesses.

Inclusion We recognize, value, and embrace the diversity that is found in our community. This includes diversity of thought and experience as well as diversity along race, age, cultural representations, gender identity, sexual orientation, and physical ability.

Collaboration We seek to build bridges and create inclusive solutions in our shared commitment to the City of Wilmington and its residents. We do this by listening, engaging, and partnering with the community. We are stronger together as we share expertise, resources, and networks.

We are passionate about our work, our partners, and our citywide mission.

About Wilmington, DE

Wilmington – the largest city in Delaware – has long been a regional corporate and business center, but recently it's taken its place as a burgeoning East-Coast center for technology and innovation. The city is frequently cited as a new tech hub and one of America's most attractive small cities for living and amenities, with attractive downtown living and dining. And it's the home of our 46th President!

About Our Work

The Alliance contributes to the City's increased vibrancy by convening partners, programs, and funders to drive place-based strategies and urban reclamation. The Alliance has brought new community parks and programs to the forefront, created first in the city shared commercial kitchen space, and will be opening new community space in 2022. We also have major and far-reaching programs in workforce development and small business support and entrepreneurship, moving swiftly to accelerate initiatives that address pandemic closures and calls for equity and justice, through economic mobility. In our work, we seek to build bridges through collaboration with the city and its residents, while offering results-oriented programs



and initiatives to produce outcomes that improve the quality of life for Wilmington’s residents and businesses.

The Position

To help develop and implement effective marketing and external communications, the Alliance has created the new position of Marketing and Communications Manager.

Position Profile

The employee in this position will work with Wilmington Alliance staff, consultants, and stakeholders to meet Alliance branding, marketing, and communications goals. They will be responsible for developing and implementing all of Wilmington Alliance’s marketing and external communications, driving effective and engaging messages and visuals across media outlets, and contributing to the Alliance’s voice, presence, and reputation in the community. In collaboration with the Funding & Business Development Manager, the Marketing & Communications Manager will drive the big-picture strategy for the Alliance’s marketing and communications efforts annually, including developing best practices for content development and dissemination, leading external communications, marketing special events and programs, and building Wilmington Alliance’s brand locally, regionally, and nationally. The position reports to Wilmington Alliance CEO Renata B. Kowalczyk.

Candidate Profile

We are looking for a highly creative and results-driven candidate who thrives in a flat, small team environment, that is entrepreneurial, fast-paced, ambitious, outcomes-focused, relationships-based, and fun. The successful candidate will be enthusiastic about working in an urban setting. They must be both forward- and inward-facing, able to communicate effectively with all our stakeholders, as well as work closely with Alliance staff.

Above all, because of the Alliance’s commitment to the principles of equity and social justice, the successful candidate will possess the capacity to deal with the wide variety of our stakeholders and funders, communicating and working effectively across lines of race, class, education, generation, and sexual orientation.

Position Duties and Responsibilities

Marketing:

- Drive the development of a comprehensive marketing plan to support successful execution of Wilmington Alliance’s 2-year strategic priorities and goals
- Lead Wilmington Alliance’s re-branding effort in 2022, including a website overhaul
- Collect data and analyze the success of marketing methods, identify trends, make recommendations for improvements
- Work closely with staff across our program areas to modify or expand our respective initiatives
- Support the marketing of our annual programming and special events



- Research, plan and implement social media and marketing campaigns to achieve organizational objectives including fundraising, programming delivery and ecosystems building
- Conduct email marketing campaigns and regular communications, ensuring relevant, revenue-generating and brand-building content is delivered to targeted audiences
- Design and create fresh branded collateral, including but not limited to flyers, project/program one-pagers, brochures, online and print ads, posters, and signage
- As part of the Wilmington Alliance’s rebranding effort, streamline our social media platforms; improve their utilization to increase public awareness of Wilmington Alliance

Communications:

- Develop materials, content, and tools to increase public awareness of the Alliance
- Work with Alliance staff on the website and email newsletter content, program-supporting collateral, fundraising campaigns materials, and videos
- Establish media relationships by pitching stories through written press releases, successfully securing media coverage in television, radio, print, and digital news outlets
- Drive the development of a comprehensive marketing plan to support successful execution of Wilmington Alliance’s 2-year strategic priorities and goals
- Lead Wilmington Alliance’s re-branding effort in 2022, including a website overhaul
- Collect data and analyze the success of marketing methods, identify trends, make recommendations for improvements

Administration:

Provide regular and accurate marketing and communications reports to the CEO.

Additional duties as assigned by the CEO.

Candidate Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

Education/Experience. The successful candidate must have a minimum of five years demonstrated and measurable experience in marketing and communications.

Language Ability. Candidate must have excellent communications skills, both listening and speaking, written and verbal skills, ability to conduct appropriate research and present information to varied audiences. Attention to detail, including strong command of grammar, editing/proofing skills, and ability to write with a consistent voice and style.



Computer Skills. Candidate must have strong knowledge of the Microsoft Office suite components, Adobe and be comfortable using (or learning to use) other web-based programs to create written documents, infographics, presentations, online and printed collateral in support of the programming and advancing the Alliance’s brand. High-level proficiency with social media platforms (primarily Facebook, Instagram, LinkedIn, and YouTube).

Organizational Skills. Position requires strong critical thinking and organizational skills: effective time management; ability to set/meet deadlines; multi-tasking; ability to work both collegially and independently in a fast-paced environment; and management/coordination of work of Alliance consultants.

Position and Benefits

Salary (commensurate with qualifications and experience) falls in the range of \$70,000 - \$80,000. The position affords excellent benefits package, including company-paid health, dental, vision, and supplemental benefit coverage for employees, flexible spending account, a 401K plan with employer match. Free parking is provided, and there are 13 paid holidays plus an end-of-the-year holiday break. Vacation days, sick days and personal days are calculated according to the calendar year and will prorated based upon date of hire. There is no relocation allowance.

Work Environment

The Alliance office is located at 100 West 10th Street in downtown Wilmington, Delaware, in a fully accessible elevator building. Restaurants and amenities are located within walking distance. At present, due to COVID-related restrictions, employees work mostly remotely. The Alliance is a highly functioning small-staff organization. The successful candidate will be able to work vertically (with minimal staff support) to fulfill position responsibilities. While the candidate need not be a current Delaware or Wilmington resident, knowledge of the First State and the City of Wilmington (or enthusiasm to learn) is highly desired.

Application and Selection Process

Qualified candidates should send a 1-page cover letter, resume, and an applicable writing sample – with “*Marketing and Communications Manager*” in the subject line – via email to jobs@wilmingtonalliance.org

Emailed applications will be accepted through **March 20th, 2022**, and preliminary interviews will begin as qualified applicants are identified. No applications will be accepted by mail or phone.

Cover letter should be addressed to Renata B. Kowalczyk, CEO, Wilmington Alliance.

Candidates will be notified of application receipt and status in a timely fashion.

Finalist candidates will be expected to provide references and will be subject to a background check and verifications.



Further Information

Questions or requests for further information may be sent to jobs@wilmingtonalliance.org

Before applying, it is recommended that candidates study the Alliance website (www.wilmingtonalliance.org) and read materials published there, including the infographic that depicts the systemic approach and interlocking of all initiatives.

An overview of Wilmington and the Brandywine Valley can be found on the website of the Greater Wilmington Convention and Visitors Bureau at www.visitwilmington.com

Wilmington Alliance is an Equal Opportunity Employer that does not discriminate on the basis of actual or perceived race, color, creed, religion, national origin, ancestry, citizenship status, age, sex or gender (including pregnancy, childbirth and pregnancy-related conditions), gender identity or expression (including transgender status), sexual orientation, marital status, military service and veteran status, physical or mental disability, genetic information, gender identity genetic information or any other characteristic protected by applicable federal, state or local laws and ordinances.