



# Notice of Job Opening – Public Relations & Programming Manager

To apply, submit a **Cover Letter & Resume** to [erica@cctexasdmd.com](mailto:erica@cctexasdmd.com) by **5 PM** on **Friday, January 22, 2021**.

**General Description:** Be part of the renaissance of Downtown Corpus Christi! We are looking for an energetic, organized and dynamic communications professional with vision and initiative to advance our revitalization efforts. Working as part of our closely-knit team, this position proactively communicates for the DMD to keep the community aware of our ongoing efforts and generates new reasons for people to come downtown. This position will facilitate traditional DMD events such as mixers and ribbon cuttings and work with event and festival organizers to ensure seamless facilitation of events in the downtown area. This position works closely with the Branding & Social Media Coordinator and reports directly to the Executive Director.

<b><u>Job Functions (Daily Responsibilities):</u></b>	<b><u>Deliverables, Metrics and/or Benchmarks</u></b>
1) Manage Communications a. Marina Arts and Go Downtown Websites b. Newsletter c. Press Releases & Conferences d. Traditional Media	<ul style="list-style-type: none"> <li>• Conduct monthly web inspections to keep information up to date, including events and development projects</li> <li>• Secure increased website visits</li> <li>• Distribute newsletters weekly</li> <li>• Issue 2 press releases per month</li> <li>• Process inbound requests for media stories</li> </ul>
2) Manage Public Relation & Marketing Campaigns	<ul style="list-style-type: none"> <li>• Create and manage measurable campaigns.</li> <li>• Identify, pursue and obtain organizational awards and recognitions</li> <li>• Identify and propose guerilla marketing techniques</li> <li>• Develop programming that aligns with initiatives in the Annual Service Plan (ie Dine Downtown)</li> </ul>
3) Manage Community Engagement (Merchant & Residents)	<ul style="list-style-type: none"> <li>• Facilitate traditional events, such as mixers and ribbon cuttings</li> <li>• Increase Merchant Membership and meeting participation y % each year</li> <li>• Facilitate Monthly Meetings, increase Merchant Participation</li> <li>• Develop plan for resident interest group.</li> <li>• Identify opportunities for wellness programming</li> </ul>
4) Manage Art Programming	<ul style="list-style-type: none"> <li>• Texas Cultural District participation, including update and implement adopted plan</li> <li>• Facilitate Monthly Art Walk               <ul style="list-style-type: none"> <li>• Vendor Registrations</li> <li>• ArtWalk Rack Card Hosts</li> </ul> </li> <li>• Annual Mural Competition</li> <li>• Identify other opportunities for Art Programming</li> </ul>
5) Support Downtown Events & Festivals	<ul style="list-style-type: none"> <li>• Track annual events to keep event and festival calendar updated</li> </ul>

	<ul style="list-style-type: none"> <li>• Communicate with event and festival organizers to minimize discord within the downtown area</li> <li>• Facilitate street closure petitions</li> <li>• Assess post-event condition and communicate with City to recoup costs for cleanup</li> </ul>
6) Support Corporate Funding Development	<ul style="list-style-type: none"> <li>• Ensure delivery of benefits and Recognition Packets</li> <li>• Identify and establish relationships with potential partners</li> </ul>

**Project Goals for FY 2021**

- G12.** Launch Residents Group
- G13.** Electrical Box Murals
- G14.** Update Cultural District Plan
- G15.** Re-establish Post-COVID Art Walk
- G16.** Assist Economic Development Manage with Support Holiday Pop Up

**Core Competencies:**

- 1) Initiative:** Generates ideas and initiates action to seek information, solve problems or follow through with a task; is a self-starter.
- 2) Quantity of Work & Reporting:** Consistently completes acceptable volume of work on time and reports on accomplishments. Seeks further assignments when workload permits. Completes reports on time and does not require reminders for reoccurring reports.
- 3) Responsibility & Quality of Work:** Has good attendance, is on time and is present and productive at work. Work consistently demonstrates an understanding of the objectives and mission statement.
- 4) Judgement & Decision Making:** Evaluates information and makes sound and timely decisions. Is accountable for results. Selects decision alternatives that meet the objectives of the organization.
- 5) Attitude & Stress Management:** Keeps an upbeat, professional attitude even under challenging situations. Maintains flexibility without losing momentum. Adapts to situations seamlessly.
- 6) Teamwork:** Willing to share information and offers aid when possible. Consistently looking for ways to improve processes in the workplace and help the team. Able to work collaboratively.
- 7) Customer Service Focus:** Understands customer’s needs, expectations, and DMD’s requirements for public service. Treats customers (internal & external) with courtesy and respect. Responds quickly to all requests.
- 8) Communication:** Communicates effectively verbally and in writing with team members and customers with widely different socio-economic and educational backgrounds. Listens to others and is open minded to suggestions from others. Is responsive and proactive in communications.

**Compensation & Benefits:**

- Salary Range \$42,000 to \$48,000 (Commensurate with Experience and Qualifications)
- Paid Health Benefits & Life Insurance after 30 Days & 401K Match at 1 Year Anniversary
- 8 Paid Holidays & 15 Paid Time Off Days
- Opportunity for paid Professional Development.

**Qualifications:**

- Bachelor’s Degree in Communications, Public Relations, Recreation or another related field.
- Demonstrated 3 years’ experience in public relations and/or programming.

## Work Hours:

- Typically, 8 AM – 5 PM, Monday through Friday
- Some Weekend and additional hours required for events, including Thanksgiving Week for Christmas Tree Lighting and Monthly Art Walk
- Communication May Be Required for Evenings or Weekends

## About The Corpus Christi Downtown Management District

The Corpus Christi Downtown Management District (DMD), established in 1993, is a professional Downtown Management District representing property owners and stakeholders within the area bounded by Kinney Street to I-37, and Lower Broadway to the Corpus Christi Marina L and T-Heads. In 2013, the property owners voted to renew the district through 2023. In 2015, DMD led stakeholders through a branding process naming this destination as the Marina Arts District while retaining DMD to refer to the organization and the programs and services we provide. In 2016, the DMD contracted to support Downtown Tax Increment Reinvestment Zone and manage incentives for the Greater Downtown Area.

## Mission Statement

Our mission is to create a successful, vibrant bayfront and seaside District, rebranded as the Marina Arts District and positively impact the greater Downtown area by proactively and strategically working with our partners to:

- Provide enhanced cleaning, beautification, and safety services.
- Develop and Improve the District.
- Market and Promote the District.
- Build and Manage an Effective Organization.

## Vision Statement

A sparkling Marina Arts District and Greater Downtown area anchored by a beautiful bay front and marina, leading corporations, premier restaurants, hotels and cultural venues, exciting cultural events and festivals, growing residential population and a thriving arts, live music and entertainment scene which attract thousands to visit, live, work, and play.

## Our Team

Alyssa Barrera Mason, Executive Director  
Erica Tamez, Executive Assistant & Special Project Coordinator  
Alan Albin, Finance & Administration Manager  
Jason Alaniz, Economic Development Manager  
VACANT, Public Relations & Programming Manager  
Savannah Garza, Branding & Social Media Coordinator  
VACANT, Planning & Urban Design Manager  
Eric Jaramillo, Operations Clean Team Manager

