



## Director of Communications and Marketing

*Location: Downtown Mobile, AL (100% in-office, no hybrid option)*

*Salary: \$65,000–\$80,000 annually, based on experience*

*Employment Type: Full-time | Exempt*

### About Us

Downtown Mobile Alliance is a nonprofit organization dedicated to the revitalization, promotion and continued growth of downtown Mobile. We work closely with property owners, businesses, civic leaders, and the public to strengthen our vibrant urban core through advocacy, placemaking, marketing and events.

### Position Summary

We are seeking an energetic and dynamic Communications and Marketing Director to lead all communications and marketing efforts for Downtown Mobile Alliance and its related entities. This role is ideal for an extroverted creative strategist with excellent public speaking skills and a passion for downtown redevelopment and community storytelling. The Director must be ready to represent the organization publicly, often on short notice, and work at events outside of traditional business hours.

### Key Responsibilities

- Develop and execute a comprehensive communications and marketing strategy that supports our organizational goals, fundraising, advocacy, and community engagement.
- Serve as lead spokesperson for the organization, providing timely, competent, and polished interviews with local and regional media.
- Write and distribute dynamic press releases to ensure media coverage of events and updates.
- Build and maintain strong relationships with journalists, partners, city officials, and civic organizations.
- Oversee all digital content including website updates, email newsletters, and social media campaigns to promote events, programs, and initiatives.
- Plan, promote, and support both signature and partner events, including Annual Luncheon, Awards, Seasonal Events, Economic Development Tours, and other community festivals and activations.
- Lead creation of branded collateral such as reports, signage, invitations, merchandise, and advocacy materials.
- Track media coverage and digital analytics to refine outreach strategies and report on KPIs.
- Develop and execute a crisis communication plan; act as lead spokesperson during emergencies or sensitive situations.
- Support internal communications needs, including speechwriting and presentation development for leadership.
- Represent Downtown Mobile Alliance at public events, stakeholder meetings, and civic gatherings.
- Evaluate sponsorship and event partnership requests for alignment and value.
- Work with staff and outside firms to execute organizational goals and strategies.

### Qualifications

- Bachelor's degree in Communications, Public Relations, Marketing, Journalism, or related field (required).
- 5+ years of experience in communications, marketing, PR, or a related field—preferably in a civic, nonprofit, or public sector setting.
- Outstanding written and verbal communication skills, with proven ability to engage media and public audiences effectively.
- Demonstrated experience in event promotion, public relations, and brand management.
- Strong knowledge of digital tools (e.g., Mailchimp, Canva, WordPress, Meta Business Suite).
- Ability to apply superb organizational tactics, tools, and strategies to manage multiple projects simultaneously.



## Director of Communications and Marketing

- Ability to work evenings and weekends as needed for events, media opportunities, and community meetings.
- Fluent in AP writing style.

### Preferred Experience

- Background working in civic environments, downtown development, Main Street programs, or similar community-focused initiatives.
- Prior experience in public relations, event planning, or media marketing.
- Familiarity with advocacy or public policy communications.

### Compensation & Benefits

- Salary: \$65,000–\$80,000, depending on experience
- Full health and dental insurance
- Retirement plan with employer match
- Paid time off including vacation, holidays, and sick leave
- Opportunity to play a key role in shaping the future of Downtown Mobile