



Rochester Downtown Alliance

Job Description: Director of Content and Communications

Company Overview:

The Rochester Downtown Alliance (RDA) is a Minnesota nonprofit corporation comprised of a broad range of people, including property owners, business leaders, the city of Rochester, and others with a direct stake in enhanced business and economic development in the Downtown district. The RDA also interacts closely with the public, including residents and visitors.

The RDA works collaboratively to build a vibrant Downtown community and believes that a strong core positively impacts the greater city of Rochester. The RDA brings Downtown to life through events, activation, and advocacy. Finally, the RDA's values are:

- **We're the Downtown Experts** - Downtown Rochester is our focus. Everything we do, we have Downtown in mind, constantly providing events, programs and services that meet our vision.
- **Build it Together** - Create and maintain an environment where we are better off collectively than we are individually.
- **Strive for Excellence** - We are dedicated to excellence. Our quest embraces creativity, innovation, and hard work. We pride ourselves on being accessible and approachable to everyone. Our #1 priority is the quality of our events, programs, and services.
- **Be Passionate** - We bring passion and a positive attitude to all we do.
- **Have Fun** - We have fun with everything we do.

Position Responsibilities:

The Director of Content & Communications is responsible for creating, writing, and editing an array of critical projects, including but not limited to content creation, press releases, stakeholder and partnership communications, and blog posts to increase awareness of and engagement with target audiences. The Director of Content & Communications will own RDA's communications strategy, maintaining a professional, consistent brand presence to all RDA audiences.

This role will require very close and regular collaboration with a small but talented team to ensure consistent, accurate communication across all mediums.

Specific Duties:

- Develop and implement communications strategies, including but not limited to events, programs, partnerships, and overall organizational efforts.
- Create all written content, including but not limited to social media, blogs, e-newsletter, and website.



- Act as the organization’s public relations point person; develop and distribute press releases; build and nurture relationships with the media; develop and share talking points as needed for staff and board; and proactively strategize for increased publicity.
- Attend local events on behalf of the RDA to promote events and programs and help to attract financial partners.
- Share relevant communications, public relations, and content-related trends and best practices.

Job Qualifications:

- Bachelor’s degree in Marketing, Communications, Business, or related field required.
- 1 to 3 years experience in public relations, non-profit communications, or content marketing required.
- Excellent written and verbal communication skills.
- Excellent attention to detail both for line editing copy and consistency in style and tone across our content.
- An understanding of proper messaging and PR best practices coupled with the innovation to develop creative content that stands out above the noise.
- Experience with website creation, navigation, and editing.
- Ability to work positively with others and thrive in a demanding, fast-paced, and rapidly-changing environment.
- Ability to manage multiple tasks that vary in complexity and urgency.
- Self-motivated, empathetic, creative, forward-thinker open to creating new strategies to enhance the Rochester Downtown Alliance and Downtown Rochester.
- Must be able to anticipate communication needs, discern work priorities, and meet deadlines with minimal supervision.
- Be willing to work occasional evenings and weekends as needed.
- Must be able to lift up to 50 pounds.

Updated: December 13, 2018