Marketing and Communications Manager

Organization:	The U District Partnership
Job Title:	Marketing and Communications Manager
Reports to:	Executive Director
Position Type:	Full-time, Exempt
Timing:	40 Hours Per Week
Compensation:	$108,000 - $118,000

About The U District Partnership

The U District Partnership (UDP) is a nonprofit 501(c)(3) organization dedicated to fostering a vibrant, diverse, and healthy neighborhood for everyone who works and lives in or visits Seattle's University District. The U District itself is home to nearly 40,000 residents, 50,000 students, and 28,000 UW faculty and staff. UDP serves as both a voice and a steward for the community, delivering services across a range of program areas: economic development, placemaking and urban planning, cleaning, public safety, homeless outreach, marketing, and events. In addition to grants and sponsorships, we are partially funded by the U District Business Improvement Area (UDBIA) fund, which was reestablished by City ordinance in 2020.

About the Marketing and Communications Manager Position

As the Marketing and Communications Manager, you will develop and lead the strategy and execution of marketing and communications efforts that elevate Seattle's University District as a vibrant destination while strengthening the visibility, reputation, and impact of the U District Partnership. Reporting directly to the Executive Director, you will work closely with a talented team of managers to tell **two interconnected stories: 1) the U District as a dynamic neighborhood to visit, explore, and invest in, and 2) UDP as an organization driving meaningful change through its programs, partnerships, and initiatives.** Your work will span neighborhood branding, business promotions and events, digital marketing, media relations, and organizational communications. You will also help shape the next chapter of UDP's digital presence, including leading a comprehensive website redesign.

You will join a fast-paced, collaborative organization with more than a century of service to the U District and an ambitious five-year strategic plan. We are seeking a creative, strategic, and self-directed communicator who understands how effective marketing can attract visitors, support local businesses, shape perceptions, engage stakeholders, and demonstrate organizational impact.

You are organized, resourceful, and responsive, bringing a positive, collaborative spirit to your work and approaching challenges with curiosity and a solutions-oriented mindset. Above all, you are a skilled storyteller who can translate complex initiatives into compelling messages that build excitement about the U District and appreciation for UDP's work.

Key Roles and Responsibilities

As the Marketing and Communications Manager, you will join a collaborative team of managers working across diverse programs and initiatives. You will lead UDP's marketing and communications strategy, working closely with colleagues to advance the following priorities:

Neighborhood Marketing and Promotion

- Lead district-wide branding and positioning for the U District as a place to visit, shop, dine, live, and do business.
- Develop and execute marketing campaigns that attract visitors, drive foot traffic, and support local businesses.
- Lead marketing and promotional efforts for UDP's signature events, festivals, and business promotions, collaborating with program managers to grow awareness, participation, and attendance.
- Partner with UDP's Economic Development Manager to develop marketing materials that showcase the district to prospective businesses, tenants, brokers, and investors.
- Conduct market research and track marketing trends to inform neighborhood branding, audience development, and promotional strategies.

Organizational Communications and Storytelling

- Shape and communicate UDP's organizational narrative, highlighting its accomplishments, strategic priorities, partnerships, and community impact to strengthen understanding and support among stakeholders, funders, public officials, and the broader community.
- Lead media relations and public affairs communications, including developing media strategies, pitching stories, preparing news releases and talking points, responding to inquiries, and serving as a spokesperson when appropriate.
- Support the Executive Director, Board, and staff with strategic messaging, presentations, public statements, and communications related to emerging issues and opportunities.
- Collaborate with program managers to translate complex initiatives into accessible, engaging content that builds understanding of UDP's work and strengthens relationships with community partners.
- Support communications and engagement with UDP's boards, committees, businesses, and community partners, strengthening relationships and creating opportunities for meaningful participation.

Communications Strategy and Execution

- Develop and implement a comprehensive marketing and communications strategy for UDP and the U District BIA, establishing priorities, timelines, goals, and processes for coordinating communications across the organization.
- Lead a comprehensive redesign of UDP's websites, including content strategy, user experience, design, and coordination with external developers, while ensuring the sites remain engaging, accessible, and up to date.
- Manage UDP's digital communications channels, including social media, newsletters, and email marketing, with a focus on growing audiences, strengthening engagement, and measuring results.

- Lead content development and production, including writing, editing, photography, graphics, short-form video, and other visual storytelling tools.
- Maintain consistent and effective branding across UDP and BIA communications, developing templates, guidelines, and resources that support staff across program areas.
- Establish measurable communications goals and track performance through analytics, audience feedback, and other indicators, using insights to improve engagement, campaign effectiveness, and organizational impact.
- Manage relationships with outside creative professionals, vendors, and contractors as needed to support marketing and communications initiatives.
- Perform other duties as assigned.

Core Competencies & Qualifications

The ideal candidate will bring a combination of strategic thinking, creative storytelling, technical expertise, and a collaborative approach to their work. We are seeking candidates with the following qualifications:

- *Professional Experience* – At least six years of experience in marketing, communications, public relations, or a related field, with demonstrated success developing and executing communications strategies and campaigns.
- *Communications and Storytelling* – Exceptional written, verbal, and visual communication skills, with the ability to translate complex information into compelling content tailored to diverse audiences.
- *Digital Marketing and Content Creation* – Experience managing websites, social media, email marketing, and digital campaigns, with the ability to create engaging written and visual content using contemporary creative tools. Familiarity with SEO, analytics, paid digital advertising, and website redesign projects is valued.
- *Media Relations* – Experience working with journalists, developing media pitches and news releases, and securing earned media coverage. Familiarity with Seattle's media landscape is a plus.
- *Strategic and Creative Thinking* – Ability to develop long-term marketing strategies while managing the details of day-to-day communications, bringing creativity and a results-oriented approach to the work.
- *Project Management* – Strong organizational skills, attention to detail, and the ability to independently manage multiple projects and deadlines in a dynamic environment.
- *Collaboration and Relationship Building* – A positive, collegial approach to working with diverse colleagues, businesses, community members, public officials, and organizational partners, with a demonstrated ability to build trust and work effectively across teams.
- *Leadership and Initiative* – A self-directed professional who takes ownership of projects, anticipates needs, and approaches challenges with resourcefulness and a solutions-oriented mindset. Experience managing contractors, consultants, or staff is valued.
- *Prioritization and Sound Judgment* – Demonstrated ability to assess competing priorities, make thoughtful and timely decisions, and focus time and resources on the work that will have the greatest impact. Exercises sound judgment, balances strategic goals with immediate needs, and navigates ambiguity with confidence and discretion.

- *Community and Place-Based Marketing* – An understanding of how marketing, events, and communications contribute to neighborhood vitality, economic development, and community engagement. Experience with business improvement areas, neighborhood organizations, or similar place-based initiatives is a plus.
- *Technical Proficiency* - Experience using Google Workspace, Adobe Creative Cloud, and Microsoft Office, along with other digital marketing and content creation tools, is a plus.

The position requires occasional evening and weekend work to support community events and festivals, including the U District Chow Down and U District Street Fair.

Compensation & Benefits

- Salary range: $108,000 - $118,000 (depending on experience)
- Employer-paid medical and dental
- Generous time-off: 24 days of PTO (sick leave included), increasing to 29 days at 3+ years, plus 11 paid holidays and two weeklong closures (late May and the week between Christmas and New Year's)
- Employer-paid ORCA card
- Retirement plan with 3% employer match
- Life and disability insurance

How to Apply

As an Equal Opportunity Employer we celebrate diversity and are committed to creating an inclusive environment for all employees and participants. We encourage all interested persons to apply regardless of age, race, ethnicity, religion, sexual orientation, gender identity or expression, national origin, veteran, or disability status. If you are passionate about telling the story of a neighborhood and eager to take on a leadership role and make a significant impact, we want to hear from you, and invite you to apply and be part of our dynamic team.

Please send your resume with a cover letter to: jobs@udistrictpartnership.org by Monday, November 30 at 5:00 pm. In the subject line, please include the following information: "Marketing and Communications Manager - Your Name" and ensure that all attachments are sent as PDFs, each labeled with your full name. The position will be open until filled.