



PPRA Job Bank Form

| | |
|--------------------------------------|---|
| Position: | Director of Communications & Publications |
| Organization: | Center City District |
| Job Description/Requirements: | <p>GENERAL PURPOSE OF THE JOB: The purpose is to direct the media and digital communication strategies of the Center City District including coordinating the overall message, overseeing the writing, editing, and proofreading of print and electronic publications, reports, press releases and social media communications channels; to monitor and make recommendations about responses to various forms of media coverage of CCD and CPDC activities and stories about trend and developments in Center City; and to report, as assigned, on meetings and events in Center City Philadelphia.</p> <p>ESSENTIAL DUTIES AND RESPONSIBILITIES:</p> <ul style="list-style-type: none"> •Has the responsibility to shape and coordinate the overall communications strategies for the CCD; •Has the responsibility for writing, and coordinating the production and distribution of the Center City Digest, the CCD and Central Philadelphia Development Corporation’s quarterly newsletter, other publications and reports, and overseeing social media communications channels; •Has the responsibility for writing and/or editing all email newsletters including the bi-weekly Center City Developments that reports on Center City developments and on the activities of CPDC, CCD, public agencies and businesses as they affect the public environment and marketplace in Center City; IN Center City, a bi-weekly promotional piece aimed at downtown office workers; •Will provide strategic advice and support to staff through the writing, editing, and/or proofreading of collateral material, such as advertising supplements, business and organizational marketing brochures, ^ and updates to the CCD’s websites; •Will serve as in-house writer and/or editor and oversee the production on as-needed basis for all publications including State of Center City and various Center City District reports; •Maintains media relations, monitors press coverage of CCD, CPDC and downtown development and real estate trends and prepares press releases and convenes in-house communication meetings; •Write and oversee the production of reports using data collected from various in-house surveys and data sources, and from information collected from others, specifically including every-other-week Center City Developments electronic newsletter; |

| | |
|------------------------------------|--|
| | <ul style="list-style-type: none"> •Maintain updates of databases and occasionally cleanse prior to mailings; •Monitor and report on activities, meetings and developments at other relevant public, private and non profit and from other information sources as they are relevant to CCD/CPDC interests; •Stay current on issues and trends affecting Center City, other downtowns and cities nationally; •Cultivate partnerships and maintain positive relations with key stakeholders in Center City; •Work in conjunction with other departments and positions throughout the organization. •Monitor clipping services and maintain a file of all press coverage for all CCD and CPDC endeavors; •Review all relevant publications and online blogs, etc. and circulate weekly clippings packet to staff; •Maintain hard copy file of all press releases, press kits, and press clippings; •Oversee the maintenance of CCD library and publication archives. <p>EDUCATION AND EXPERIENCE:</p> <ul style="list-style-type: none"> •Bachelor’s degree (B.A.) from a four year college or university; at least four years related experience and/or training, or equivalent combination of education or experience; •Master’s degree (M.A.) or equivalent; at least two years related experience and/or training; or equivalent combination of education or experience; •At least five years of direct journalism experience in print and/or on-line media and familiarity with the landscape of Philadelphia’s business, civic and political communities. <p>SKILLS AND ABILITIES:</p> <ul style="list-style-type: none"> •Strong writing skills and ability to translate and condense complex reports and events into lucid prose; •Ability to conceptualize statistical data into understandable ideas and texts; •Ability to collect data, establish facts and draw valid conclusions; •Strong knowledge of traditional media within the Philadelphia region, as well as strong facility with and knowledge of social media; •Skill at developing relationships; able to follow written/oral directions; skill at research techniques; work cooperatively with others; being courteous to other employees, clients and vendors; •Skill at computer use, proficient in the following programs: Microsoft Word, Excel, etc. Ability to learn other computer programs as needed; •Strong time management skills and ability to meet specific deadlines; •Must be able to pass a background investigation including criminal history, child abuse clearance, drug screening, and reference check. <p>PHYSICAL CHARACTERISTICS:</p> <ul style="list-style-type: none"> •The position requires that the employee have the ability to sit for long periods of time, stand, walk, talk, hear, use of hands and fingers, and able to lift objects. |
| <p>Contact Information:</p> | <p>Forward Resumes To: Human Resources Department Center City District 660 Chestnut Street Philadelphia, PA 19106 Fax: 215.922.7672</p> |

| | |
|-----------------------|--|
| | e-mail: jobs@centercityphila.org We are an EEO employer. No phone calls please. |
| Special Notes: | |