



## Director of Communications San Antonio, Texas

### Position Summary

The Director of Communications position reports to the CEO of Hemisfair and is a key member of the Hemisfair leadership team. The ideal candidate is responsible for driving strategy and plans for Hemisfair, providing vision, direction and leadership for equitable communications and external relations efforts. This individual will guide Hemisfair on all branding, media relations and public engagement while functioning as the day-to-day marketing team leader. Additionally, they will participate in new tenant and partner development, manage communications campaigns, deploy the marketing budget to support Hemisfair and the Hemisfair Conservancy, and participate in operational decisions impacting Hemisfair's brand and reputation.

### Key Responsibilities

- Develop an understanding of Hemisfair's objectives and translate this information into marketing and communications strategies
- Provide ongoing direction and support including media relations, public engagement, advertising, social media, website, video and printed collateral
- Demonstrate leadership and implement recommended strategies to increase awareness and impact of Hemisfair's products, tenants and partners as measured by visitorship, donors, community love and national recognition
- Collaborate and align both strategically and operationally with leaders of other areas of Hemisfair, including Real Estate Division, Events Division and the Hemisfair Conservancy
- Drive ongoing marketing efforts through an exploration of innovative approaches and platforms to improve marketing, communications and public engagement
- Drive visitorship and attendance through the production of printed marketing and promotional materials and creation of digital content
- Engage consultants, vendors, and partner agencies as needed to execute creative, web design, photography, signage and programmatic advertising
- Monitor and manage social media, conduct customer and market research, and utilize metrics to demonstrate ROI
- Serve as liaison for media, stakeholders and External Relations Committee
- Maintain effective marketing communications department, including developing and deploying the marketing budget
- Manage and protect the Hemisfair brand, including augmenting and applying brand guidelines

**Qualifications and Characteristics**

- Extensive communications background and a vision for how the communications department will reach Hemisfair’s goals, achieve business growth and community recognition
- Ability to drive tactical planning and execution of public input opportunities, marketing plans and communications campaigns
- Experience working both B2B and B2C environments, with exposure to public parks, real estate projects and/or mixed-use developments a plus
- Leadership skills with strong consensus-building abilities
- Excellent presentation and communication skills (written and verbal) and solid organizational skills
- Proven strategic and big picture leader with the ability to inspire innovative thinking and strong marketing communications solutions
- Ability to develop marketing plans, write and present reports and presentations, and respond to questions from management
- Ability to develop solutions to organizational challenges and deal with many variables while leveraging marketing principles and equitable communications
- Working knowledge of Content Management Systems (CMS), WordPress preferred
- Working knowledge of Google analytics and Google AdWords is preferred
- Proficiency in Microsoft Office (Word, Excel, and PowerPoint)

**Requirements**

- Bachelor’s or master’s degree in communications, marketing, journalism, business, or related field
- At least seven years of experience in a communications role with a similar nonprofit or governmental entity, advertising agency, or on the client side
- Understanding of public sector-related marketing
- Experience with real estate projects or mixed-use developments is a plus

**Benefits/Compensation**

- A competitive salary commensurate with experience and qualifications
- Comprehensive benefits package
- An excellent working environment with enthusiastic colleagues in a downtown historic building

Position will remain open until filled. Initial deadline is May 31, 2022. Please send resumes to [info@hemisfair.org](mailto:info@hemisfair.org).