



## Marketing & Communications Senior Associate

Are you passionate about storytelling? Do you love finding the hook, pitching stories, and creating opportunities that uplift an important mission? The Marketing and Communications Senior Associate at the Greater Washington Partnership is a new role that will focus on media outreach, public relations, social media and digital marketing. From writing press releases, pitching stories, seeking out thought leadership opportunities, developing social media strategy and copy, the Marketing and Communications Senior Associate will help increase visibility for the Partnership and its work across the region, from Baltimore to Richmond.

As our Marketing & Communications Senior Associate you will execute on the following marketing and communication activities:

- Assist with media and public relations efforts, including pitching media, writing press releases, and directing outreach to reporters and/or media outlets.
- Position the Partnership as a subject matter expert across the region
- Curate opportunities to increase visibility of Partnership leadership and initiatives, through thought leadership opportunities such as being a podcast guest, a conference speaker, or a high-level panelist
- Write and edit marketing and communication materials as required, including press releases, social media toolkits, newsletters, blogs, and email content
- Support the development of marketing and communication collateral as needed
- Manage and disseminate communication performance analytics to inform the team's strategy
- Research and understand new tools in the marketing and communication space to make recommendations to senior leaders

Project management for marketing and communications activities:

- Support project management including tracking timelines, deliverables, and project costs, and ensuring leadership is kept informed on project status
- Maintain and update team planning resources using organization-wide project management tools
- Support maintenance of the Partnership's website, including uploading content and refreshing pages
- Manage and disseminate daily news clips

Other duties:

- Supporting event ideation, tracking, production, and staffing
- Lead meetings and take notes to ensure alignment across initiatives

### What We Value

- Passion for storytelling, media outreach, and collaborating across teams in a fast-paced office
- Bachelor's Degree or equivalent work experience in communications, marketing, journalism, or a related field



- 4-5 years of experience in communications, public relations, media relations, journalism or marketing
- Strong network of reporters and media outlets across the region from Baltimore to Richmond
- Highly communicative and flexible in working across internal teams and external partners
- Knowledge of the region – which includes Baltimore, Maryland, Washington, DC, and Richmond, Virginia
- Strong written and communications skills with a keen eye for editing written materials and crafting a creative pitch
- 1-2 years of project and/or vendor management experience, preferably working with web developers and designers, report designers, creative agencies
- Enthusiastic and entrepreneurial team player who works well in a fast-paced environment

### Software Skills

- Proficiency in Microsoft Office – Outlook, Word, PowerPoint, Excel, SharePoint
- Experience using project management and CRM tools - Salesforce and Monday.com preferred
- Experience with WordPress
- Experience with e-marketing platforms, HubSpot and Muck Rack preferred
- Experience using visual development tools like Canva

### Who We Are

Greater Washington Partnership is a first-of-its-kind civic alliance of business and community leaders committed to making the Capital Region – from Baltimore to Richmond – the best place to live, work and build a business. Working in collaboration with leaders across our communities, the Partnership connects and leverages the region's extraordinary assets to convene changemakers, curate solutions, and catalyze action that strengthens the Capital Region as a leading global region and center for commerce and innovation.

### What We Offer

We offer the following comprehensive benefits package:

- Hybrid work environment, in the office on Tuesdays and Thursdays (*subject to change number of days and days of the week*)
- Robust time off plan – 15 days
- Eleven paid holidays
- Summer half-day Fridays
- Week off between Christmas and New Year's
- Health, dental and vision insurance paid up to 90% for employees, up to 50% for dependents.
- 401(k) plan with up to 5% employer match, starting your first day of employment.
- Professional development stipend up to \$800 per year.
- Monthly cell phone stipend



**GREATER WASHINGTON PARTNERSHIP**

CHAMPIONS FOR GROWTH AND SHARED PROSPERITY

---

## To Apply

If you are interested in joining the team at the Partnership team, please submit your resume to [jobs@greaterwashingtonpartnership.com](mailto:jobs@greaterwashingtonpartnership.com) with “**Marketing and Communications Senior Associate**” in the subject line.

*At Greater Washington Partnership we are committed to accepting differences! We strive to attract, develop, and retain highly qualified individuals representing the diverse communities where we live and work. The Partnership is committed to creating a diverse environment and is proud to be an equal opportunity employer. Employment policies and decisions are based on merit, qualifications, performance, and business needs. All qualified candidates will receive consideration for employment without regard to age, race, color, national origin, gender, gender identity or expression, religion, physical or mental disability, medical condition, legally protected generic information, marital status, veteran status, or sexual orientation. While we are currently unable to consider candidates that require visa sponsorship, we welcome candidates eligible to work in the United States.*