

## Director of Marketing and Development

Downtown South Bend, Inc. (DTSB)

Location: South Bend, IN

Employment Type: Full-time

Reports To: Executive Director

### About Downtown South Bend, Inc. (DTSB)

Downtown South Bend, Inc. (DTSB) is the non-profit place management organization dedicated to fostering a vibrant, welcoming, and prosperous downtown. We bring the community together through signature events, business support, strategic marketing, and beautification initiatives that position downtown as the cultural and economic heart of our city.

### Position Summary

The Director of Marketing and Development plays a pivotal role in advancing DTSB's mission by leading marketing strategy and driving sponsorship revenue to support the organization's high-impact events and programming.

This is a dynamic position for a strategic, outgoing professional who combines strong storytelling skills with a confident, proactive approach to relationship-building and sponsorship sales. The ideal candidate thrives on making connections—whether that means pitching a new sponsor, crafting a compelling campaign, or finding creative ways to engage community stakeholders.

This role leads the strategy and execution of DTSB's overall marketing and communications efforts, while also taking the lead on securing sponsorships for events like First Fridays, Art Beat, and seasonal activations. In addition, the Director supports the Executive Director in developing strategies to secure community partnerships and donations that sustain DTSB's year-round operations.

You'll succeed in this role if you're both a big-picture thinker and a hands-on executor—ready to elevate Downtown South Bend's visibility and build meaningful, lasting relationships that strengthen our impact.

### Key Responsibilities

#### Marketing Strategy & Brand Leadership

- Develop and execute a strategic marketing plan that positions Downtown South Bend as the cultural and economic heart of the city.
- Oversee all creative development, messaging, and branding efforts to ensure consistency across all platforms and materials.
- Identify and implement marketing strategies that support event attendance, business

attraction and retention, fundraising initiatives, and community engagement.

- Analyze campaign performance and adjust strategies based on data-driven insights.

### **Sponsorship Sales & Development**

- Lead corporate sponsorship development from start to finish—prospecting, outreach, pitching, negotiating, and closing.
- Build and maintain relationships with corporate partners, small businesses, and local institutions.
- Develop compelling, customized sponsorship decks and pitch materials aligned with sponsor objectives and DTSB programming.
- Oversee the delivery and execution of sponsorship activations and ensure fulfillment of benefits.
- Produce post-event reports and impact summaries for sponsors to demonstrate ROI and secure renewal or expansion of support.

### **Digital Marketing & Social Media**

- Develop and manage DTSB’s social media strategy, including content creation, scheduling, engagement, and growth across platforms (e.g., Instagram, Facebook, LinkedIn, TikTok, etc.).
- Evaluate and determine which platforms best align with DTSB’s target audiences and objectives.
- Oversee and create compelling content, including photos, videos, graphics, and storytelling features that highlight downtown’s businesses, events, and unique character.
- Manage digital advertising efforts, including paid social media campaigns, Google Ads, and email marketing.

### **Content Development & Public Relations**

- Oversee and produce all marketing materials, including website content, press releases, newsletters, blogs, and public presentations.
- Ensure DTSB’s website remains up-to-date, engaging, and informative.
- Work with media partners to secure coverage and amplify DTSB’s brand.
- Serve as a key spokesperson for DTSB when necessary.

### **Business & Community Engagement**

- Work closely with downtown businesses to support their marketing efforts and integrate them into DTSB’s promotional strategies.
- Collaborate with DTSB’s Executive Director and Senior Director of Events, the City of South Bend’s economic development team, and Visit South Bend Mishawaka to market downtown as a premier destination.
- Engage with key stakeholders, community partners, and local government to align marketing efforts with broader city initiatives.

### **Qualifications & Experience**

- Bachelor’s degree in Marketing, Communications, Public Relations, or a related field.
- 5+ years of marketing experience, preferably in downtown place management, tourism,

event or experiential marketing, or economic development.

- Demonstrated experience leading successful marketing campaigns, including digital and social media strategies.
- Proven experience in sales, business development, or sponsorships, with a demonstrated ability to close deals and build lasting relationships.
- Comfortable making cold calls and presentations to corporate partners, boards, and community leaders.
- Strong writing, storytelling, and content development skills.
- Proficient in social media management tools, website CMS platforms, email marketing tools, and graphic design basics (Canva, Adobe Creative Suite, etc.).
- Knowledge of best practices in SEO, paid digital advertising, and analytics.
- Passion for South Bend, community development, and placemaking.

### **Why Join DTSB?**

This is a unique opportunity to lead marketing and development efforts for an organization that plays a key role in shaping the future of South Bend. As Director of Marketing and Development, you'll have the creative freedom to develop innovative campaigns, build meaningful partnerships, and make a tangible impact on the growth and vibrancy of downtown.

DTSB offers a dynamic, collaborative work environment where creativity, innovation, and community impact are at the heart of everything we do.

### **Compensation**

Salary Range: \$62,000 – \$65,000

Benefits include Paid Time Off, health, dental, life, and disability insurance, plus retirement benefits.

### **How to Apply**

Interested candidates should submit a resume, cover letter, and portfolio of marketing work to [willow@downtownsouthbend.com](mailto:willow@downtownsouthbend.com) with the subject line "Director of Marketing and Development Application – [Your Name]" by April 24, 2025.

For more information about DTSB and our initiatives, visit [www.downtownsouthbend.com](http://www.downtownsouthbend.com).