



Title: Director of Marketing & Strategic Communications

Reports To: CEO

SUMMARY

The Buffalo Niagara Medical Campus, Inc. (BNMC) is seeking a dynamic and creative marketer to play a leadership role within its innovative, forward-looking team. The BNMC is committed to building an inclusive and collaborative culture of innovation in Buffalo and beyond – creating vibrant, healthy communities, forging diverse partnerships, deploying new technologies, implementing creative solutions, and always looking for opportunities to create a better future for all.

The Director of Marketing & Strategic Communications is responsible for developing and implementing integrated marketing and communications strategies to promote and drive programs and initiatives that advance the BNMC organization, the innovation district as a whole, and the innovation ecosystem. This position will lead organizational communications and advise on and implement marketing needs across the multidisciplinary team focused on energy, health food and wellbeing, transportation, innovation, and diversity and inclusion.

ESSENTIAL FUNCTIONS

- Develop and implement cohesive marketing plans to increase brand awareness of the BNMC, the innovation ecosystem (specifically workspace, programs, and initiatives), and the innovation district.
- Provide strategic communications and marketing leadership to BNMC team to support organizational goals focused on energy, healthy food and wellbeing, transportation, entrepreneurship, and diversity and inclusion efforts.
- Design, implement, and monitor effective sales and marketing strategies to advance and grow the innovation ecosystem (workspace, programming, and initiatives), and use forecasting and strategic planning to ensure the effectiveness these efforts against key performance indicators.
- Cultivate and grow audiences through the expansion of the BNMC's communications vehicles, including social media, multiple websites, newsletters, podcast, and marketing materials. Lead content generation across the team to support overall and individual department goals. Create digital and print marketing tools to support new and existing initiatives, programs, events, and the innovation district.

- Drive public relations efforts for the organization and initiatives, including proactive media relations, responding to press inquiries, and building relationships with local media.
- Produce BNMC's "Talking Cities" podcast, including identifying guests and topics and leading marketing and promotion.
- Lead the BNMC communications work council and maintain relationships with fellow communications professionals across campus.
- Lead tours & deliver presentations to prospective and current partners.
- Provide support and evaluation for community relations and neighborhood outreach efforts.
- Lead the organization's internal communications to increase team engagement and employee satisfaction.
- Manage relationships with communications department consultants, partners, and interns.
- Perform other duties as assigned.

QUALIFICATIONS & SKILLS

- A successful candidate must show demonstrated leadership within a team, success leading communications and marketing efforts, and experience working with diverse and inclusive audiences.
- Additional skills include: Facilitation/Convening; Consensus Building; Public Relations; Social Design
- Bachelor's Degree required
- 7-10 years of relevant work experience
- Familiarity with WordPress or similar content management systems, and email marketing software such as Constant Contact or Mailchimp.
- Knowledge of social media and website analytics platforms including Google Analytics and Facebook Analytics.
- Technical knowledge of Adobe Creative Cloud including Photoshop, Illustrator and InDesign preferred.
- Ability to develop and maintain strategic partnerships

TEAM VALUES

BNMC is a team environment that fosters intelligent risk-taking to build a community of change makers & develop innovations that advance our city. Core values any member of the BNMC team must embrace include:

- Be inclusive and collaborative
- Drive positive change
- Work on behalf of others

- Imagine possibilities
- Act sustainably and equitably
- Teach, learn from, and respect each other
- Be passionate

ABOUT THE BNMC

The Buffalo Niagara Medical Campus, Inc. (BNMC) is led by a dynamic team dedicated to driving positive change in our community through collaboration and urban revitalization. We support regional development beyond our Innovation District boundaries as well as the opportunity to enhance diversity and inclusion.

The BNMC is committed to building an inclusive and collaborative culture of innovation in Buffalo and beyond – creating vibrant, healthy communities, forging diverse partnerships, deploying new technologies, implementing creative solutions, and always looking for opportunities to create a better future for all.

Our organization also fosters conversation and collaboration across the Innovation District, through our member institutions, their 16,000 employees, and the community; coordinates activities related to sustainable planning, development and enhancement of our 124-acre district; and works to create a distinct, innovative ecosystem that provides opportunities for inclusive entrepreneurship and an active, healthy place to live, work, and play.

BNMC, Inc. is an equal opportunity employer. Interested and qualified individuals from underrepresented populations and/or who live within a 1-mile radius of the Medical Campus are encouraged to apply. The position includes competitive salary and benefits.

HOW TO APPLY:

Applicants are asked to submit a resume and cover letter to employment@bnmc.org by Friday, August 14th, 2020. Please note that applications will be reviewed on a rolling basis. We thank all applicants for their interest, however, only candidates selected for a follow-up will be contacted. No phone calls please.