



## **Director of Communications and Marketing, Long Island City Partnership**

LIC Partnership (LICP) is the neighborhood development organization for Long Island City (LIC). Our mission is to advocate for economic development that benefits the area's industrial, commercial, tech, cultural, tourism, and residential sectors. The goal is to attract new businesses to LIC, retain those already here, welcome new residents and visitors, and promote a vibrant and authentic mixed-use community.

A core part of LIC Partnership's mission is to create and promote a thriving community through marketing and communications efforts across multiple channels, and to serve and grow our membership in part through a robust, strategic communications plan. LICP seeks a Director of Communications and Marketing to lead and expand upon marketing, communications and membership initiatives. For more information on the organization, see [licqns.com](http://licqns.com).

The Director of Communications and Marketing drives initiatives that are pivotal to the success of the organization. This is a unique opportunity to thrive in a small, fast-paced organization across a wide range of projects and in a community-driven role in a rapidly growing neighborhood. We are seeking a senior communications professional with a broad range of experience and skill sets in multiple areas of communications.

### **Responsibilities – Oversee marketing, communications, and public relations activities, including but not limited to:**

- Direct, improve and expand upon LICP's marketing and communications efforts, including: creation and management of content for website, weekly e-newsletter, social media, and branded collateral
- Coordinate with groups such as the Long Island City Cultural Alliance (LICCA), LIC Arts Open, Queens Tourism Council and NYC & Co.
- Enhance the LICP and LIC brands through efforts that expand recognition of our mission and presence, building and solidifying brand awareness
- Oversee content, design, and printing of collateral both in house and through outside vendors
- Oversee communications, media outreach, including pitching press and securing media coverage and marketing campaigns in conjunction as needed with PR consultant
- Manage our Membership, Sponsorship and Branded Material programs
- Effectively manage the Marketing and Community Coordinator staff person and interns
- Manage departmental budget
- Support other departments' marketing, communications and collateral needs

### **Qualifications and Skills**

- 5-7 years' experience in marketing/communications preferred, preferably with exposure to public-private-partnerships and the nonprofit sector
- Neighborhood based branding and marketing experience highly preferred
- Experience with the Adobe Creative Suite (Photoshop, Illustrator and InDesign) and/or extensive experience overseeing professionals who work in Adobe Creative Suite

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- Website and CMS experience preferred
- Experience managing a budget and vendor relations required
- Strong attention to detail
- Excellent interpersonal skills
- Excellent writing, analytical, editing, and presentation skills
- B.A./B.S. in marketing, communications or related field, or equivalent experience

The position reports directly to the President and interested candidates may send their resume, cover letter, three (3) references, and relevant work samples to [elusskin@licpartnership.org](mailto:elusskin@licpartnership.org) with the subject line "Director of Communications and Marketing Application".

Salary is commensurate with experience.

LIC Partnership is an Equal Opportunity Employer and is committed to workplace diversity.