

OPPORTUNITY PROFILE

VICE PRESIDENT, Communications & Marketing

DOWNTOWN SEATTLE ASSOCIATION

EXECUTIVE SUMMARY

With the support of their diverse corporate, nonprofit and resident members, **Downtown Seattle Association (DSA)** provides vision and leadership on the critical issues and opportunities facing Seattle's urban core.

Over the past few decades, downtown Seattle has evolved into one of the most dynamic urban centers in the country. It is the city's epicenter of jobs and the region's hub for arts, entertainment, professional sports and tourism. More than 108,000 residents live in the center city. DSA provides leadership on a range of issues impacting the urban core, including economic development, public safety, chronic homelessness and transportation.

DSA manages the **Metropolitan Improvement District (MID)**, a business-improvement area funded by downtown property owners and spanning 300 blocks downtown. With funding from Metropolitan Improvement District ratepayers, downtown ambassadors help keep sidewalks and public spaces clean, safe and welcoming for all who work, live and visit. MID ratepayers also fund parks and public space improvements, downtown marketing and transportation services. DSA is also a founding partner of **Commute Seattle**.



**WHEN YOU SEE THIS ICON,
'CLICK' TO LEARN MORE.**

Throughout this document, you'll find links to informative websites and documents.



**Downtown
Seattle
Association**

Established in 1958, the **Downtown Seattle Association** is a nonprofit membership organization whose mission is to create a healthy, vibrant downtown for all. By advocating on issues including transportation, economic development and the urban experience, DSA works to ensure that downtown remains a great place to live, work, shop and play for all. DSA members call themselves "City Makers" — Because when downtown thrives, the whole city flourishes.



Visit Their Website:
downtownseattle.org

PICTURESQUE

A waterfront metropolis with mountain views.



GREEN SPACES
Nicknamed "The Emerald City".

ENTERTAINMENT
Known for its vibrant music, sports, theater & fine arts scene.

URBAN EXPERIENCE



Downtown Ambassadors

DSA is committed to creating a clean, safe and welcoming urban experience. Downtown ambassadors are on the streets and sidewalks of downtown seven days a week performing a range of services — from cleaning and providing directions to programming downtown's parks and connecting those in need with services. DSA's advocacy efforts and ambassador services are crucial to the vitality of Seattle's center city.

Priorities & Initiatives:



Public Safety: Public safety is a top priority for DSA and they remain in regular communication with city officials, advocating for more SPD officers and increased resources for those in need.



Third Avenue Vision:

Third Avenue — the busiest transit corridor in North America — faces many challenges. DSA led a group of nearly 70 business and property owners, residents, government staff and other stakeholders to develop a long-term vision for the future of Third Avenue.



Housing Affordability: DSA is a steadfast advocate for the creation of more affordable and market-rate housing downtown.



Homelessness: While there's no single solution that will solve this ongoing humanitarian crisis, DSA is committed to finding sustainable solutions that lead to better outcomes for those suffering on the streets of downtown.

Downtown Revitalization:



Since the onset of COVID-19, DSA has been tracking the impact on the local economy. As downtown bounces back, DSA continues to follow dozens of metrics to trace the path to full economic recovery.

AMBASSADORS



SEATTLE FERRIS WHEEL AT PIER 57



TRANSPORTATION



Commute Seattle!



Their Mission:

Make it easy for everyone across Puget Sound to walk, ride or roll to Seattle's opportunities.

For over 20 years, Commute Seattle has worked to make Seattle more affordable, sustainable, and connected by making it easy to walk, bike, ride, and telework to and through the city. They are a non-profit engaging with businesses, organizations, community partners, and destinations that employ, serve, and attract 600,000 people to Seattle every day. They prioritize and center those who are disproportionately burdened by transportation costs to support an equitable, vibrant and prosperous community.

SPACE NEEDLE



SEATTLE ART FAIR



Annual Report, 2023 – 2024

Click here to watch the DSA/MID Annual Report video.

ADVOCACY

A Voice for Downtown Businesses, Nonprofits and Residents



Diversity, Equity & Inclusion:

In 2021, DSA's Board of Directors created a standing DEI board committee to provide guidance and direction to its DEI work as well as advise on implementation strategy to ensure that DEI remains a top organizational priority. In addition to board-directed work, the DSA/MID Human Resources team and executive leadership have updated recruitment and hiring practices to eliminate implicit bias and strengthen the diversity in their candidate pool, particularly for office-based professional and administrative jobs.

Land and People Acknowledgment:

Created in consultation with Headwater Consulting and Puget Sound-area tribal leaders.

The Downtown Seattle Association acknowledges that our work occurs on the homelands of the Coast Salish people, the first peoples of Seattle, who have continued to steward the lands and waters since time immemorial. We make this acknowledgment recognizing the unique role we play in stewarding downtown's public areas and pursuing our vision of a downtown for all people. DSA commits to meaningfully engaging, including and honoring Coast Salish people and pursuing actions to amplify their rich history, culture and contributions.



Economic Competitiveness:

DSA advocates for projects, policies and initiatives that support a healthy, vibrant downtown for all and help downtown businesses to flourish. They monitor downtown's economic health across a variety of metrics and provide analysis for their members, potential investors and the media.



Transportation & Access:

Expanding safe, effective and reliable transportation options for downtown and Seattle is a top priority for DSA. They are working to improve neighborhood connections, creating more commuting options and ensuring a great urban experience.



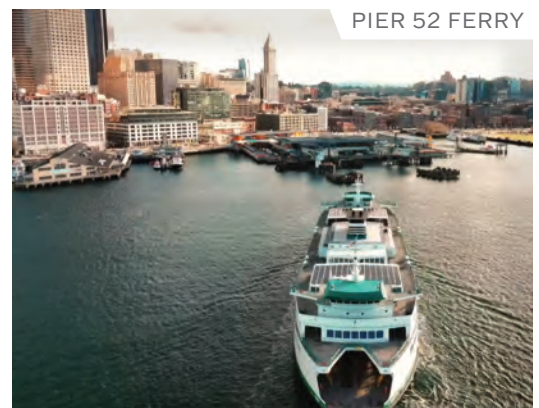
SEATTLE PRIDE FEST



OUTDOOR DINING



WESTLAKE PARK



PIER 52 FERRY

DOWNTOWN MAP

Twelve Neighborhoods, One Downtown

From Pioneer Square to First Hill, downtown is a collection of unique neighborhoods — each with its own authentic character, leadership and sense of community. The Denny Regrade is the fastest-growing downtown neighborhood, and Belltown is the most dense.

As stewards of the downtown experience, the Downtown Seattle Association works with various neighborhood organizations while advocating for all who live, work, shop and play here. They advance public policy issues impacting downtown, and keep the public areas of downtown clean, safe and welcoming through the management of the Metropolitan Improvement District.

Metropolitan Improvement District

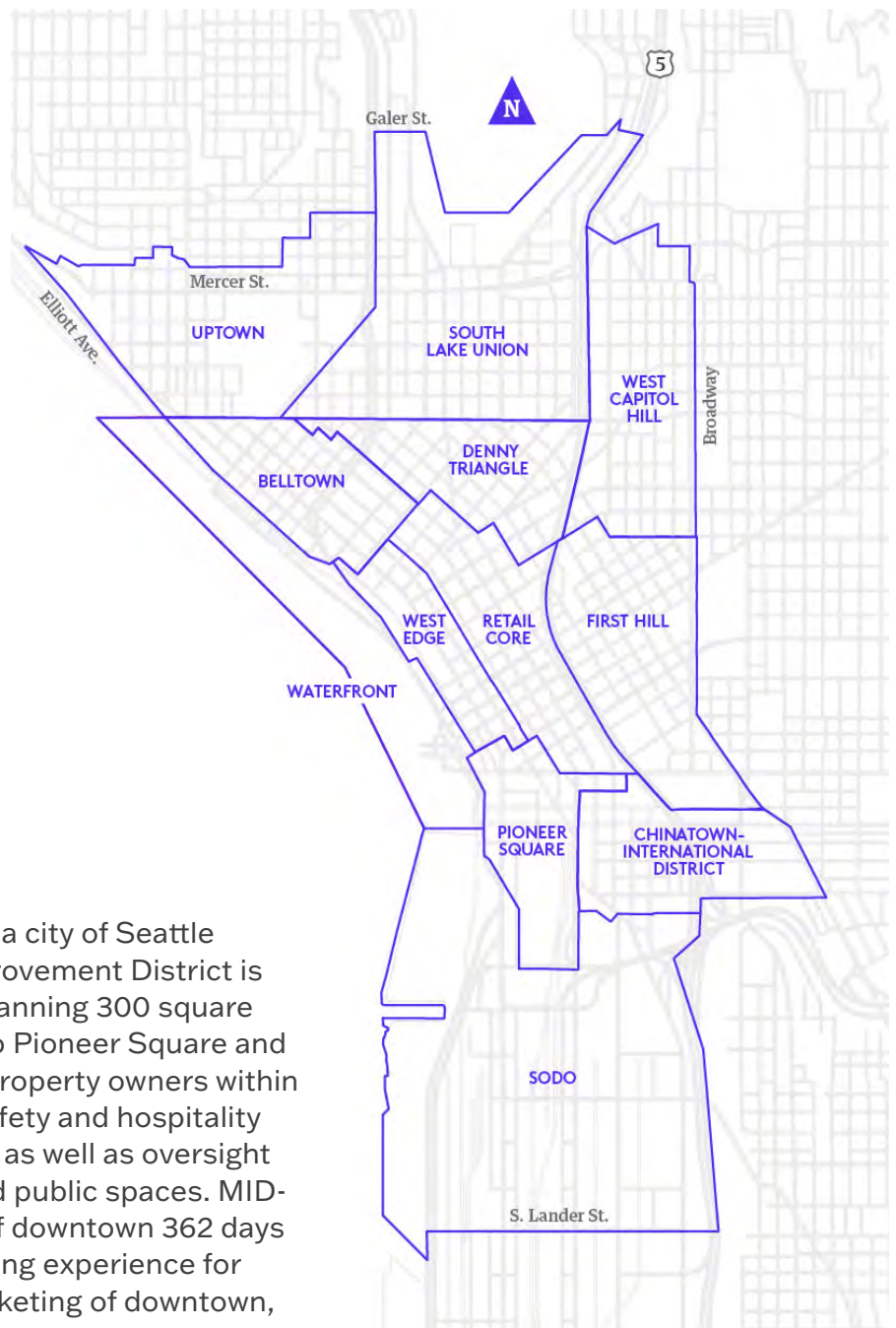


Founded by DSA in 1999 through a city of Seattle ordinance, the Metropolitan Improvement District is a business-improvement area spanning 300 square blocks in downtown — from Denny Way to Pioneer Square and from I-5 to the waterfront. Funding from property owners within the MID boundaries provides cleaning, safety and hospitality services in six center city neighborhoods, as well as oversight and activation of multiple urban parks and public spaces. MID-funded ambassadors are on the streets of downtown 362 days a year, ensuring a clean, safe and welcoming experience for everyone. MID funding also supports marketing of downtown, research and economic development.

Downtown Research



DSA researches, compiles and publishes information on important sectors of downtown's economy, including key movements in retail, tourism and commercial and residential real estate. DSA tracks hotel occupancy rates, conducts construction project analysis, and provides members with tools to monitor progress and seize new opportunities. Their data is regularly updated as new information becomes available. They also produce an annual summary of economic metrics in their annual State of Downtown Economic Report.



SEATTLE LIVING



VisitSeattle.org

Seattle is two cities in one—it combines a world-class metropolis within wild, beautiful, natural surroundings, offering the best of urban lifestyle while embracing the rugged outdoors. Visitors and Seattleites enjoy Seattle's lively downtown, great shopping, wonderful restaurants, and a thriving cultural community full of theatre, music and museums. Many of Seattle's top visitor attractions are within mere blocks of the Seattle Convention Center, including the Pike Place Market, Pioneer Square, Seattle Art Museum, Seattle Symphony, ferries, world-class restaurants and a historic theatre district. Three national parks lie within a two-hour drive of Seattle and the city is a gateway to the San Juan Islands, Olympic Peninsula, Washington Wine Country and British Columbia.

VISIT
seattle

A Place of Surprising Contrasts

An urban city surrounded by natural beauty, it is sophisticated yet unpretentious.

Start your day kayaking on Lake Union, then end it with a spectacular meal at a 5-star restaurant. Catch an indie band at the Crocodile or a Beethoven symphony at Benaroya Hall. See a Broadway-bound play or ride a waterfront Ferris wheel.

Stroll through historic Pike Place Market, marvel at Chihuly Garden and Glass, then visit a dozen wineries—all in one day.

Seattle is clean, green and vibrant: a city for all seasons. Visitors can ski in the winter, hike in the spring, sail in the summer and cycle in the fall — all just a short hop from downtown.

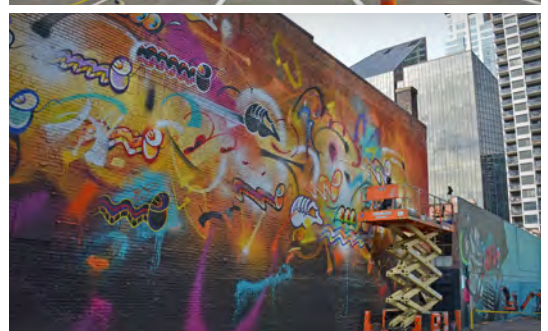
PIKE PLACE MARKET



CLIMATE PLEDGE ARENA



MURALS IN PROGRESS



ORGANIZATIONAL OVERVIEW, SKILLS AND EXPERTISE

VICE PRESIDENT, COMMUNICATIONS & MARKETING

Downtown Seattle Association

Department:
Communications & Marketing

Reporting Relationship:
DSA President & CEO

Status: Full-time, exempt

Overview:

This position leads an 8-person integrated Communications and Marketing Team responsible for a broad scope of work for the Downtown Seattle Association/Metropolitan Improvement District, including: DSA/MID branding; earned, paid and social media; web, digital and print communications; production and promotion of numerous member events; membership and sponsorship; and marketing of downtown with an emphasis on events produced by DSA/MID staff. This position works closely with DSA's Advocacy & Economic Development Team to ensure effective communication of policy and advocacy efforts to key stakeholders, including the media. This role also works closely with the MID Public Realm & Ambassador Operations Team to ensure effective promotion of myriad outdoor events and activations, as well as services provided with MID funding. The position supervises three directors, and is a member of the DSA Senior Leadership Team, reporting to the President & CEO.



DUTIES & RESPONSIBILITIES

STRATEGIC COMMUNICATIONS:

- Develop and direct DSA/MID strategic messaging, positioning and branding; manage and advise senior leadership on the organization's reputation, brand and strategic direction.
- Oversee DSA/MID comprehensive communication/marketing efforts to ensure effective, timely communications with DSA members, MID ratepayers, downtown residents and the broader community.
- Initiate, implement and track strategic communication efforts on major initiatives and projects (i.e., downtown recovery, MID renewal, DEI).
- Work with other leaders/teams to address member, ratepayer and community communications needs.
- Write and edit myriad content to ensure alignment to DSA strategy, style and voice.
- Prepare for and help manage crisis communications.
- Coordinate with regional leadership organizations, public and private to ensure consistent and fact-based messaging.

Photo above: Seattle Mariners at T-Mobile Park

DUTIES AND RESPONSIBILITIES, continued...

MEDIA RELATIONS:

- Oversee DSA/MID's policy/advocacy communications efforts to effectively engage DSA members and MID ratepayers on DSA/downtown Seattle priorities and ensure accurate and widespread media coverage for the organization.
- Work closely with the DSA President & CEO, Advocacy & Economic Development Team, PR Director and public affairs consultants to properly vet and effectively communicate key public policy issues and engage members, ratepayers, downtown residents and the broader community.
- Provide messaging counsel/writing and editing support on news releases, media advisories and statements.
- Provide occasional back up PR Director on managing media inquiries.
- Establish and maintain effective working relationships with local media leaders.

MEMBERSHIP & SPONSORSHIP:

- Oversee and direct DSA's 2-person membership team to ensure annual revenue and retention targets are achieved.
- Regularly review and update messaging targeted at renewing members, prospects and dropped members.
- Direct and oversee DSA/MID efforts to identify and secure funding partners for major member and public events totaling nearly \$400K annually.
- Manage and staff quarterly Marketing Roundtable of 50-plus DSA members/MID ratepayers in marketing, communications, PR, sales and related fields.
- Introduce new initiatives and best practices to help grow effective and efficient programs. May include programming, value creation, strategic partnership and technological applications.

EVENTS:

- Oversee the planning and production of the organization's two largest annual events: State of Downtown and the DSA/MID Annual Meeting. This includes meeting or exceeding revenue/expense targets and attendee satisfaction goals.
- Oversee and direct multiple DSA member events annually (in-person and virtual), ensuring alignment with organizational priorities, the DSA brand and quality member/ratepayer experience.
- Advise on content and promotion of MID-funded outdoor events and activations, including Downtown Summer Sounds and Holiday Tree Lighting.

SOCIAL MEDIA/WEBSITE:

- Provide strategic content direction to and oversight of DSA/MID social media strategy across multiple channels including LinkedIn, Instagram, Facebook, Twitter, YouTube and TikTok and other emerging technologies.
- Manage annual scope of work and budget with video/social media vendor.
- Ensure the DSA website is an effective, on-brand tool for members, ratepayers, residents and the broader community.

DIGITAL/PRINT COMMUNICATIONS:

- Write and edit myriad member-, ratepayer- and public-facing communications annually, including State of Downtown Economic Report, Monthly Economic Dashboards, Member Messages, Action Alerts, MID newsletters and billing inserts, web content, recruiting materials and more.
- Help oversee on-brand visual/photographic representation of downtown and DSA.

DUTIES AND RESPONSIBILITIES, continued...

EXECUTIVE COMMUNICATION:

- Write and edit strategic communications for DSA President & CEO, including Op-eds/editorials, media statements, regular newsletter and email messages and internal staff communications. Provides similar support to DSA/MID board leadership and other executives as needed.
- Oversee planning and promotion of twice-monthly podcast featuring DSA President & CEO.

QUALIFICATIONS:

- Minimum 10 years of increasing responsibility in communications, marketing and public policy advocacy.
- Deep understanding of media relations, marketing and social media strategy.
- Proven experience communicating complex policy issues.
- Superior written and oral communications skills and extensive experience in advocacy communications.
- Experience developing and managing events.
- Proven ability to present issues to senior management and governing boards.
- Demonstrated strategic communications and marketing planning skills.
- Proven project management skills, and effective communications skills including managing contracts.
- Excellent organizational, analytical and listening skills.
- Ability to work well with a wide variety of people, motivate staff, respond in a sensitive manner to needs, and handle interpersonal relationships effectively.
- Strong computer skills, MS Office preferred.

MARKETING:

- Oversee Marketing Director who manages yearlong and seasonal promotions and marketing of downtown utilizing paid advertising, web content and social media.
- Lead efforts with marketing director, economic development staff and consultants to implement effective retail promotions.

COMPENSATION & EMPLOYMENT DETAILS

DSA is committed to internal and market equity. The salary range for this position is \$129,792 – \$214,136 (grade level 34). Salary is determined based on internal and market equity, internal and market data/salary ranges, and the applicant's job-related knowledge, skills, and experience. Downtown Seattle Association provides a comprehensive benefits package including but not restricted to:

- Annual performance bonus up to 10%*
- Medical/Dental/Vision Coverage*
- PTO/Personal Holidays*
- Paid FMLA*
- Life Insurance*
- LTD*
- ORCA Card*
- Flexible Spending Account
- Employer-Matched 401(k) Contribution with up to 5% Match
- First Choice Health Employee Assistance Program (EAP)*
- Corporate Discounts

**Employer-paid benefit*



Check out DSA's award-winning
Podcast series: **Seattle City Makers**

Please Note:

DSA and our affiliate organizations and programs reflect the diversity of the community we serve and are intentionally and actively seeking out applications from a variety of backgrounds, including members of the LGBTQIA+ community, and Black, Indigenous, and people of color (BIPOC).

Downtown Seattle Association is an equal-opportunity employer. All employees and potential employees will be recruited, selected, trained, promoted, and, if necessary, disciplined without regard to sex, race, religion, creed, marital status, age, national origin, ancestry, color, sexual orientation, gender identity or expression, political ideology or activity, disability, honorably discharged veteran, or military status. All applicants are carefully screened, and full consideration is given to their training, education, skills, aptitudes, experience, and previous work record. In addition, DSA does not discriminate based on genetic information in its employment-related policies and practices, including coverage under its health benefits program.

ACKNOWLEDGMENT:



Our special thanks to **Visit Seattle** for providing content for this document.
www.visitseattle.org



**EXECUTIVE
SEARCH
CONSULTANTS**

*Integrity
Knowledge
Service*

APPLICATIONS & NOMINATIONS

This position is open until it is filled. Applicants should apply by June 27th. Electronic applications preferred. Please include resume and cover letter.

SEND TO:

David P. Smith, HRS Inc.
dpsmith@hrsinc.com

Please include **your name and the position applying for** in the subject line.

APPLICATION DEADLINE:

June 27, 2025

The Downtown Seattle Association Search Team:

- **David P. Smith**
Engagement Manager
- **David N. Ginsburg**
Partner
- **Weida Tucker**
Partner

Graphic Design by Lauren DiColli Hooke

May 29, 2025