



City of Baltimore Development Corporation (BDC)
Position Title: Communications & Content Manager
Reporting to: Vice President, Strategic Communications
****IN-PERSON POSITION. NO REMOTE APPLICANTS PLEASE****

OPEN UNTIL FILLED

The Baltimore Development Corporation (BDC) is the economic development agency for the City of Baltimore. Our mission is to grow the city's economy in an inclusive manner by retaining, expanding, and attracting businesses and promoting investment, thereby increasing career opportunities for residents.

BDC is committed to a more equitable economy by supporting minority and women-owned businesses and promoting investment in neighborhoods that have been negatively impacted by institutional racism and/or generational poverty. We develop strategies and facilitate collaboration among our partners to intentionally create an inclusive and equitable economy.

POSITION OVERVIEW

The Communications & Content Manager oversees the creation of written content, internal communications, and executive materials that shape BDC's voice and strengthen organizational alignment. Reporting to the VP, Strategic Communications, this position ensures message consistency across teams and channels, turning complex information into clear, engaging narratives.

This role supports *Baltimore Together* by helping communicate progress, transparency, and impact across BDC's portfolio of work. This position serves as the primary content architect for BDC's narrative, producing executive communications, internal updates, and public-facing copy across multiple platforms.

RESPONSIBILITIES

Editorial & Content Development

- Write and edit press materials, web copy, newsletters, and reports.
- Ensure all written content aligns with BDC's brand voice and tone.
- Support editorial planning and contribute to the BDC content calendar.

Internal Communications & Employee Engagement

- Manage internal newsletters, updates, and leadership messages.
- Support executive visibility and organizational storytelling.
- Coordinate employee newsletters and internal updates ensuring tone, accessibility, and alignment with organizational values.

Executive Messaging & Speechwriting

- Draft talking points, op-eds, and remarks for BDC leadership.
- Develop executive communications that highlight economic impact and civic engagement.
- Prepare talking points, presentations, and messaging materials for the CEO, SVP, and executive leadership team.

Inter-Division Briefs & Narrative Alignment

- Create briefing documents and summaries that connect work across divisions.
- Translate technical and economic data into accessible public messaging.
- Collaborate with the External Relations Manager to ensure message consistency across press releases, speeches, and digital content.

Reporting & Impact Storytelling

- Support development of BDC's annual report and performance summaries.
- Partner with Digital and Creative teams to develop multimedia storytelling content.

KNOWLEDGE, SKILLS, AND ABILITIES

- Exceptional writing, editing, and storytelling abilities.
- Strong grasp of AP style and public-sector communications.
- Excellent interpersonal and time management skills.
- Understanding of inclusive and equity-centered communication practices.

REQUIRED QUALIFICATIONS

- Bachelor's degree in Communications, Journalism or English.
- 5-7 years of experience in content development or editorial management.
- Proven success in developing executive-level communications and reports.

BDC BUSINESS DEVELOPMENT DIVISION CHARTER ALIGNMENT

- **Citywide Business Development Mandate:** In alignment with the BDC Business Development Division charter, business development is a core responsibility of every employee and is not limited to a single department, role, or title. All staff are expected to proactively identify, advance, and support opportunities that drive inclusive economic growth for the City of Baltimore through coordinated, cross-functional collaboration.
- **Integrated Multi-Brand Stewardship & Representation:** Consistent with the Division's integrated growth and brand stewardship model, this role requires active contribution to and representation of **all** City and BDC brands and initiatives—not solely the Baltimore Development Corporation. All brand, marketing, communications, partnerships, and external representation must consistently and accurately elevate the *City of Baltimore*, the Baltimore Development Corporation, and affiliated programs and initiatives, including *Made in Baltimore*, *Emerging Technology Center*, and *Baltimore Together*, as well as additional City or BDC initiatives as assigned.

OFFICE ENVIRONMENT REQUIREMENTS

- **Workplace Setting:** The position requires presence in an office setting, employees are scheduled to work a 7.5-hour workday Monday through Friday, providing a total of 37.5 hours per work week. The BDC 7.5-hour workday plus one hour for lunch, begins between 7:00 am – 9:00 am and ends between 3:30 pm – 5:30 pm. Flexibility for occasional extended hours or weekend work may be required.
- **Equipment Use:** Proficiency in using standard office equipment such as computers, printers, copiers, and telecommunication devices is essential.
- Rare evening and weekend work for special events and Board meetings
- Some travel within the Baltimore metropolitan area for community events and stakeholder meetings
- BDC's offices are located at 36 S. Charles on the 21st & 20th floors and are accessed via elevators and emergency stairs.

PHYSICAL REQUIREMENTS

- **Mobility:** The position requires the ability to sit for extended periods, stand, and walk, including occasionally moving between different locations within the office and off-site.
- **Manual Dexterity:** Must be able to use hands and fingers to operate office equipment, handle documents, and perform data entry.
- **Lifting:** Occasionally required to lift and move objects weighing up to 20 pounds.
- **Vision and Hearing:** Adequate vision and hearing are necessary for reading documents, using a computer, and communicating with others in person and via telecommunication devices.

DRESS CODE

- **Professional Attire:** The candidate is expected to adhere to a professional dress code that reflects the organization's standards and presents a neat, clean, and business-like appearance.
- **Meetings and Events:** For meetings with public officials, community leaders, or external partners, business formal attire may be required.
- **Casual Days:** On designated casual days, business casual attire is acceptable, provided it maintains a professional and respectful appearance.

SALARY AND BENEFITS

This is a salaried, benefited, at-will position, and work is performed as required to complete project priorities and may require extended hours beyond a conventional work week, including evening meetings.

Salary will be commensurate with experience and qualifications. BDC also offers a full package of benefits, including paid sick, personal, and vacation leave; subsidized medical/dental with Health Savings Account; 403(b) retirement with employer matching; parking/transit subsidy; mobile phone reimbursement; and other benefits.

The starting salary range for the Communications & Content Manager is \$75,000 - \$90,000, commensurate with experience. Occasional early or late-hour work may be required for major announcement days or public events.

APPLICATION AND SELECTION PROCESS

Candidates should submit a cover letter and resume via email to Shantel McLaughlin at smclaughlin@BaltimoreDevelopment.com, subject line of the email indicating "Communications & Content Manager."

Candidates can also learn about us by visiting our website at baltimoredevelopment.com and baltimoretogether.com. No Phone Calls Please. Only applicants scheduled for interviews will be contacted.

EQUAL OPPORTUNITY EMPLOYMENT

BDC is an Equal Opportunity Employer committed to a more equitable economy through employment, supporting minority and women-owned businesses, and promoting investment in neighborhoods that have been negatively impacted by institutional racism and/or generational poverty. We develop strategies and facilitate collaboration among our partners to intentionally create an inclusive and equitable economy. BDC does not and shall not discriminate based on race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, or military status, in any of its activities or operations.