



City of Baltimore Development Corporation (BDC)

Position Title: Creative Services Manager

Reporting to: Vice President, Integrated Brand & 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 Creative Services Manager leads the development, management, and execution of visual brand assets across the Baltimore Development Corporation's marketing and communications initiatives. Reporting to the Vice President, Integrated Brand & Communications, this role ensures brand consistency, creative quality, and visual storytelling across all BDC programs and platforms.

The Creative Services Manager plays a central role in advancing the visual identity of Baltimore Together, Made in Baltimore, the Emerging Technology Center, and other key economic development initiatives. This role translates strategic communications priorities into compelling visual content that reflects the vibrancy and economic momentum of Baltimore.

Working closely with the Communications & Digital Manager and external creative partners, the Creative Services Manager ensures all visual assets adhere to BDC brand standards while supporting campaign storytelling, digital communications, and public engagement initiatives.

RESPONSIBILITIES

Creative Development & Design Production

- Design and produce visual communications assets including presentations, reports, program materials, event signage, digital graphics, and campaign collateral.
- Develop creative materials supporting BDC initiatives including Baltimore Together, Made in Baltimore, and major economic development announcements.
- Produce layout and design for reports, toolkits, publications, and stakeholder-facing materials.
- Create marketing and promotional materials supporting BDC programs, events, and campaigns.
- Manage simultaneous design production across reports, presentations, marketing materials, and campaign assets supporting multiple BDC initiatives.

Brand Governance & Visual Standards

- Maintain and enforce BDC brand standards across all communications materials.
- Develop and manage creative templates, typography standards, and visual identity guidelines.

- Ensure brand consistency across presentations, reports, digital platforms, and marketing materials.
- Partner with communications leadership to evolve and refine BDC’s visual identity and brand architecture.

Creative Project Management

- Manage creative timelines and asset production across communications campaigns and initiatives.
- Coordinate design priorities across internal teams and BDC programs.
- Ensure timely delivery of creative assets supporting communications, media outreach, and events.

Cross-Divisional Collaboration

- Partner with the Communications & Digital Coordinator to ensure visual assets support social media and digital storytelling.
- Collaborate with internal teams to translate program milestones into visual communications materials.
- Support major BDC announcements, campaigns, and events through high-quality visual communications.

Agency & Vendor Oversight

- Provide creative direction to external design, marketing, and advertising partners when engaged.
- Review and approve external creative work to ensure alignment with BDC brand standards.
- Coordinate with external agencies on campaign design, marketing materials, and promotional assets.

KNOWLEDGE, SKILLS, AND ABILITIES

- Expertise in Adobe Creative Suite including Photoshop, Illustrator, and InDesign.
- Strong visual design, layout, and storytelling skills.
- Ability to manage multiple creative projects simultaneously.
- Strong understanding of brand governance and visual identity systems.
- Experience collaborating with agencies and external vendors.

REQUIRED QUALIFICATIONS

- Bachelor’s degree in Graphic Design, Visual Communications, Marketing, or related field.
- A minimum of 5-7 years of professional design or creative services experience.
- Strong portfolio demonstrating creative versatility and brand-driven design.
- Experience managing creative projects and coordinating with internal teams or agencies.
- Experience working within civic, nonprofit, or mission-driven organizations preferred.

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 identify, advance proactively, 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 Creative Services Manager is \$70,000 - \$85,000 commensurate with experience. This role may support occasional travel for on-site event coverage and campaign documentation.

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 “Creative Services 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.