



City of Baltimore Development Corporation (BDC)

Position Title: Communications & Digital 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 Communications & Digital Manager leads the execution of the Baltimore Development Corporation's communications and digital engagement initiatives. Reporting to the Vice President, Integrated Brand & Communications, this role is responsible for managing day-to-day communications operations while also producing and coordinating digital content, media engagement, and campaign execution across BDC initiatives.

This position plays a central role in advancing Baltimore's economic development narrative by ensuring consistent messaging and timely content across BDC platforms. The Communications & Digital Manager works across multiple initiatives including Baltimore Together, Made in Baltimore, the Emerging Technology Center, and other strategic programs to amplify BDC's work through digital platforms, media engagement, and coordinated communications campaigns.

This role combines hands-on content production with project management and agency coordination, ensuring communications initiatives move efficiently from concept to execution.

RESPONSIBILITIES

Communications Strategy

- Lead the execution of communications initiatives supporting BDC programs, announcements, and economic development milestones.
- Draft and produce communications materials including press releases, media advisories, newsletters, and digital content.
- Support preparation of executive briefing materials and media background documents.
- Maintain the communications editorial calendar to coordinate announcements and storytelling across initiatives.

Digital Communications Management

- Manage and produce content across BDC's digital platforms including website and social media channels.

- Oversee day-to-day publishing across BDC platforms including LinkedIn, Instagram, and Facebook.
- Manage website updates including posting announcements, program updates, and news content.
- Ensure digital content aligns with BDC brand standards and accessibility requirements.

Analytics, Reporting & Performance Management

- Build and maintain dashboards that track engagement, reach, conversions, and ROI across digital initiatives.
- Provide monthly and quarterly reporting to executive leadership, linking marketing outputs to economic indicators.
- Analyze digital data to identify trends, audience insights, and opportunities for campaign optimization.
- Partner with the VP, Integrated Growth & Market Strategy, to integrate marketing data with economic performance metrics.
- Maintain oversight of internal analytics dashboards and vendor-provided performance reports to ensure campaign accuracy, ROI, and KPI alignment.

Web, SEO, Content Optimization

- Oversee BDC's website performance, ensuring accessibility, SEO optimization, and regular content refreshes.
- Lead efforts to align digital content with Made in Baltimore initiatives and other BDC brand programs.
- Collaborate with Communications and Creative teams to ensure web and social content meets ADA and public-sector accessibility standards.

Communications Systems & Operations

- Maintain communications infrastructure including media trackers, editorial calendars, press archives, and content publishing schedules.
- Manage simultaneous communications initiatives across multiple BDC programs and campaigns.
- Support communications amplification for events, announcements, and economic development initiatives.

Cross-Divisional Collaboration & Data Integrity

- Partner with the Strategic Communications and Integrated Growth teams to ensure cohesive measurement and reporting frameworks.
- Support storytelling through data visualizations and digital campaign recaps that highlight *Baltimore Together* progress.
- Partner with the Marketing Operations & Project Manager to align analytics dashboards and shared reporting tools used by both VP lanes.

KNOWLEDGE, SKILLS, AND ABILITIES

- Strong writing and editing skills for media, digital, and executive communications.
- Experience managing website content and social media platforms, with familiarity using website content management systems and social publishing tools.
- Proficiency in Google Analytics, Tag Manager, and major social media platforms, with the ability to interpret digital engagement metrics and translate insights into actionable communications recommendations.
- Strong organizational and project management skills with the ability to manage multiple communications campaigns and initiatives simultaneously.

- Experience coordinating communications efforts and collaborating with external agencies or vendors.
- A collaborative and analytical mindset with strong problem-solving abilities and the ability to work effectively across internal teams and partners.

REQUIRED QUALIFICATIONS

- Bachelor's degree in Digital Marketing, Data Analytics, Communications, or related field.
- Minimum 5–7 years of experience in digital marketing, analytics, or media planning.
- Experience using digital dashboards and CRM tools for data management.
- Demonstrated success in developing and optimizing integrated marketing campaigns.
- Experience within civic, nonprofit, or government organizations is a plus.

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 Street 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 & Digital 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 "Communications & Digital 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.