



City of Baltimore Development Corporation (BDC)

Position Title: Digital Marketing 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 Digital Marketing Manager leads the day-to-day execution of the Baltimore Development Corporation's digital communications and content initiatives. Reporting to the Vice President, Integrated Brand & Communications, this role is responsible for producing, publishing, and managing content across BDC's digital platforms, including social media, website, and email newsletters.

This position plays a central role in advancing Baltimore's economic development narrative by ensuring consistent messaging, timely updates, and engaging storytelling across all digital channels. The Digital Marketing Manager supports key initiatives including Baltimore Together, Made in Baltimore, and the Emerging Technology Center through coordinated content and campaign execution.

The role combines hands-on content creation with platform management and campaign coordination, ensuring communications move efficiently from concept to publication.

RESPONSIBILITIES

Digital Content & Social Media Management

- Own and manage BDC's social media platforms, including LinkedIn, Instagram, and Facebook.
- Develop, write, and publish content including captions, graphics, and short-form video.
- Maintain and execute a consistent content calendar aligned with communications priorities.
- Monitor engagement, respond to comments and messages, and maintain an active digital presence.

Email Marketing & Newsletters

- Develop and execute monthly newsletters for BDC and Made in Baltimore.
- Manage email campaigns using platforms such as HubSpot or similar tools.
- Track performance metrics including open rates and click-through rates and optimize content accordingly.

Communications & Campaign Execution

- Support execution of integrated communications campaigns across digital channels.
- Coordinate timing of announcements across social media, website, and email platforms.
- Draft and produce communications materials including digital copy, announcements, and campaign content.
- Support amplification of events, announcements, and economic development initiatives.

Digital Marketing & Paid Support

- Support paid digital campaigns across social and search platforms in coordination with external vendors.
- Assist with boosting content and monitoring performance of paid initiatives.

Analytics, Reporting & Performance Tracking

- Track and report on digital performance across social media, website, and email campaigns.
- Monitor engagement metrics including reach, impressions, click-through rates, and conversions.
- Provide regular reporting and insights to inform content and campaign optimization.

Communications Systems & Operations

- Maintain communications tools including content calendars, media trackers, and publishing schedules.
- Manage multiple communications initiatives across BDC programs simultaneously.
- Ensure timely and accurate execution of digital communications deliverables.

Technology Management & Vendor Coordination

- Maintain oversight of analytics tools (Google Analytics, Tag Manager, CRM systems) and manage their integration with BDC data systems.
- Coordinate with external digital vendors and consultants for paid campaign execution, data visualization, and technical support.

Cross-Divisional Collaboration

- Partner with internal teams to support storytelling across Baltimore Together and other BDC initiatives.
- Coordinate with Creative and Communications teams to ensure alignment across content and campaigns.
- Support reporting and campaign recaps that highlight program impact and progress.

KNOWLEDGE, SKILLS, AND ABILITIES

- Proficiency in Google Analytics, Tag Manager, and major social ad platforms (Meta, LinkedIn, Google Ads).
- Strong data literacy and ability to present insights visually.
- Experience in digital media buying, performance tracking, and optimization.
- Exceptional organizational and project management skills.
- Collaborative, analytical thinker with a problem-solving mindset.
- Strong writing and editing skills for social media, newsletters, and digital content.
- Experience managing social media platforms and content calendars.
- Experience updating websites using CMS platforms (e.g., WordPress, HubSpot).
- Familiarity with email marketing platforms (e.g., HubSpot, Mailchimp).
- Basic understanding of digital advertising and analytics tools.
- Strong organizational and project management skills with the ability to manage multiple initiatives simultaneously.

- A collaborative mindset with the ability to work effectively across teams and partners.

REQUIRED QUALIFICATIONS

- Bachelor's degree in Marketing, Digital Media, 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 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 Digital Marketing Manager is \$75,000 - \$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 "Digital Marketing 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.