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Pike Place Market Preservation & Development Authority (PDA)

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## Director of Marketing and Program Development

### **GENERAL DESCRIPTION – POSITION SUMMARY:**

The Director of Marketing holds the ultimate responsibility for the organization's marketing activities and oversees the development and delivery of a fully integrated marketing strategy for the Pike Place Market PDA. Oversees the work of a team of professionals within the marketing, education and communications functions. Manage an annual budget of approximately \$1,000,000.00. Develop long-term strategies for local and regional visitorship to the Market. As one of five Department Directors that comprise the Executive Director's Leadership Team, share responsibility for the overall policy and program direction for the agency.

### **SPECIFIC JOB DUTIES:**

- Departmental oversight of the Pike Place Market Marketing, Education, and communications programs.
- Develop internal strategies to capture new shoppers and visitors to the Market.
- Design and implement comprehensive marketing strategies to create awareness of the organization's brand and future opportunities.
- Plan and integrate programs to enhance tenant sales and generate positive results for the overall success of the Market.
- Develop a performance system to ensure the marketing programs reach our tenants and provide data that our marketing programs are effective.
- Produce ideas for PDA promotional events and market awareness for both PDA and Market businesses.
- Incubate development partnerships with local and regional entities.
- Influences present and future marketing ideas to meet the changing trends within the Market community. Develop, implement and evaluate annual marketing budget and plan, including institutional advertising campaign, special promotions and events. Manage relationships with market tenants to foster cross promotional activities.
- Plan and execute campaigns for Market wide promotions, and to encourage new local and regional visitorship.
- Develop valuable content for the organization's online presence, editorial design and organizing the organization's publications.
- Conduct market research to keep abreast of business trends.
- Oversee the growth of the public education programs, including school programs, "Market Fresh" classes, occasional special tours and promotional events.
- Manage all agency public affairs.
- Oversee press and media relations, including planning media events, writing and distributing news releases, conducting media briefings and tours, and serving as spokesperson when appropriate. Manage relationship with public relations consultant.

- Produce/oversee all Market public information and promotions materials, from the Annual Report, to Market guides and brochures, to tenant newsletters and website content.
- Serve as the PDA's liaison to other organizations and community groups involved in promoting downtown business and agriculture when needed.
- Conduct analysis and research to support development of new programs including those that support farm/agricultural initiatives and education.
- Oversee protection of Market trademarks and brand equity acting as first contact and lead for all licensing and film agreements.

**QUALIFICATIONS:**

Four-year college degree with additional study or extensive work experience in one or more of the following areas: project management, non-profit management, education, communications, marketing, public relations or related field is preferred. Minimum of ten years in a management role for a retail business, public agency or non-profit agency in the field of public program administration, communications, public relations and/or marketing. Position requires demonstrated skills in research and analysis, writing for publication, managing advertising, marketing, or public relations consultants, and serving as a public spokesperson. The ideal candidate will have a strong background in the support, creation and management of successful and high-profile public programs including marketing, small business incubation, farmers markets and/or with a combination of excellent management and public relations and presentation skills.

- Must be an excellent writer and public speaker, able to communicate effectively with a variety of audiences.
- Ability to plan and direct the work of staff and consultants to ensure timely completion of projects, quality products, desired outcomes, and commitment to budget constraints.
- Ability to work under stress and deadlines in a fast paced environment, where there are sometimes conflicting demands, and lack of time to meet all expectations.
- Must be outgoing and thrive on creativity, teamwork, and interactions with a diverse community of people. A commitment to the success of small entrepreneurs a must.
- Ability to work flexible hours, including evenings and weekends.

**OPERATING ENVIRONMENT:**

The Pike Place Market PDA is a public non-profit corporation chartered to operate the Public Market buildings as a steward for the citizens of Seattle. The property consists of 25 buildings, more than 200 commercial tenants, 100 farmers, 200 craftspeople, 300 buskers and over 450 (primarily low income) residents. The public purpose of the agency includes consulting and fully considering the views of the public and the Market community in establishing policies, programs and budgets to further the preservation and development of the Market.

**COMPENSATION:**

Starting Salary Range: DOE, benefits include employer-paid medical, dental, term life, and LTD insurance for employee, with Section 125 Plan for un-reimbursed medical/dependent care costs. Pension plan offered after one year and deferred comp plan available immediately.

**APPLICATION PROCEDURE:**

Submit resume, Cover letter in one of the following manners: Fax to (206) 625-0646, email to [hr@pikeplacemarket.org](mailto:hr@pikeplacemarket.org) or by mail: Pike Place Market PDA, Attn: Human Resources, 85 Pike Street, Room 500, Seattle, WA 98101, or apply in person. The position will be opened until filled.