



Downtown Brooklyn Partnership Digital Content + Marketing Associate

Organization Background

Downtown Brooklyn Partnership (DBP) is a not-for-profit local development corporation that serves as the primary champion for Downtown Brooklyn as a world-class business, cultural, educational, residential, and retail destination. Managing the three business improvement districts (BIDs) of Downtown Brooklyn, the Partnership undertakes diverse activities including facilitating infrastructure development that promotes an active and cohesive public realm; heralding the area's cultural assets; promoting local businesses; and encouraging a unified sense of place and an engaged civic community.

Purpose

The Digital Content Associate will be a member of DBP's marketing and communications team, and report directly to the SVP of Communications + Public Affairs. The role works across the entire organization by developing and implementing strategic communications plans - making use of all the tools in the modern communications toolbox. Work will entail maintaining, updating, and constantly improving DBP's digital media, marketing campaigns, photo and video library, and other original content. The Associate will generate creative new messaging and ideas that foster connections with local residents and businesses, promote DBP initiatives, further digital engagement, and assist with the planning and production of events and campaigns.

The Digital Content + Marketing Associate is a creative storyteller responsible for the full lifecycle of our digital content, from conceptualization, writing and multimedia production to distribution and analysis. While primarily focused on digital channels (social media, email, website), they will own the content production schedule and actively support all marketing and communications efforts to amplify Downtown Brooklyn's identity and broader engagement initiatives.

Responsibilities include:

Content Creation + Digital Communications

- Act as a brand narrator across DBP's digital platforms—particularly social media—using original photography, video, and written content to ideate, propose, and deliver compelling stories and campaigns.
- Oversee the daily flow of content production, maintaining a steady output of high-quality assets while partnering with the Marketing team on monthly content planning and long-term communications strategy.
- Manage the development and distribution of DBP's e-newsletters and ad-hoc marketing emails, ensuring strong storytelling, cohesive visuals, and thoughtful audience segmentation.

- Assist maintaining the DBP website by producing new content, writing blog posts, updating business and event listings, and coordinating routine edits and site upkeep when needed.

Community & Business Engagement

- Cultivate connections throughout Downtown Brooklyn by engaging with local businesses, cultural partners, and stakeholders, and turning insights from visits and conversations into authentic content that showcases the district's energy and diversity.
- Support business engagement efforts by supporting outreach strategies that attract new enterprises, support existing businesses, and encourage participation in BID-wide initiatives, while maintaining accurate contact records for integrated marketing efforts.

Marketing Strategy + Cross-Team Collaboration

- Collaborate with internal teams to plan and execute marketing campaigns, community outreach, and promotional efforts that support DBP's mission and strategic objectives.
- Provide on-site marketing and communications support for DBP programs and events, including participation in the DTBK Presents programming series.

Requirements

- 2–4 years of experience in marketing, communications, or content-focused roles, with proven skills to create, manage, and deliver both written and visual materials.
- Bachelor's degree in marketing, communications, journalism, or a related field, OR comparable professional experience.
- Proficiency with mobile and digital content creation tools, including quick-turn editing applications used for social media production (such as CapCut).
- Experience using design tools such as Canva and Adobe Creative Suite (Photoshop, Illustrator, InDesign) to produce marketing materials.
- Strong working knowledge of various digital platforms and tools, including demonstrated experience managing social media channels, email marketing software, and website Content Management Systems (CMS).
- Highly organized with strong attention to detail and the ability to manage multiple projects simultaneously in a fast-paced environment.
- Self-motivated and resourceful, with a demonstrated ability to take projects from concept through execution independently.
- Excellent written, verbal, and interpersonal communication skills, with the ability to build and maintain relationships with businesses, stakeholders, and board members.
- Genuine interest in community engagement, supporting local businesses, and contributing to the vibrancy of urban districts.
- Availability to work occasional evenings, early mornings, and weekends as needed to support event programming and marketing initiatives.

Compensation

\$ 50,000- \$70,000

Competitive benefits package.

This is a full-time, non-remote position.

To Apply

Interested candidates should email the items below to jobs@downtownbrooklyn.com with the subject line “Digital Content and Marketing Associate”.

- Resume and cover letter describing your interest in this position
- Relevant Work Sample(s)^{**}

****Only applications submitted through jobs@downtownbrooklyn.com will be considered.****

*^{**} Relevant work samples must showcase proficiency in writing, multimedia content creation and digital communications. This may include a portfolio link with examples of short-form video (Reels, TikToks), high-quality photography, social media campaigns, email marketing examples, blog posts, and digital or print design collateral (flyers, posters). Please use a file-sharing website like DropBox or WeTransfer for files over 3 MB.*

Downtown Brooklyn Partnership is an Equal Opportunity Employer

We are dedicated to building a culturally diverse workplace representative of Brooklyn’s strengths and the people we serve. DBP strongly encourages applications from qualified minority and women candidates.