

## Vice President

The Vice President oversees organizational resources and ensures effective and efficient delivery of DTSF operations, including communications, community outreach, events, marketing, promotions, and sponsorships. The Vice President will assist the President with managing staff, refining DTSF's marketing and messaging, growing organizational capacity, and be a lead participant in strategic planning for the entire organization. They will be responsible for overseeing the creation and execution of the marketing budget.

This role requires someone who can operate effectively and efficiently in a fast-paced environment, is an excellent communicator, highly organized, results oriented, forward thinking, adept to change, able to multitask and meet deadlines. Qualified candidates have a minimum of five years of experience executing strategic plans and managing projects, budgets, and staff, and maintaining effective working relationships with a broad and diverse group of stakeholders and civic partners. Quality work and cost-effective management of resources is a must.

### Responsibilities

#### Marketing & Communications

- Coordinate with the Marketing & Sponsorship Committee to develop strategies and budgets for marketing, messaging, and sponsorships.
- Coordinate the production of marketing collateral and media buys.
- Coordinate market research, track performance, and draft impact reports.
- Oversee content creation for the website, newsletters, and social media.
- Assist with media relations for events, promotions, and general messaging, including press releases.

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### Stakeholder Relations

- Develop an annual plan with the Membership Coordinator to engage members and new businesses, and oversee outreach efforts and member events.
- Oversee the execution and implementation of the annual sponsorship plan, with support from the President and Membership Coordinator, and oversee the fulfillment of sponsorship agreements.

### Operations

- Develop the budget for marketing, membership, and sponsorships.
- Track and report monthly metrics on communications, marketing, membership, and sponsorships.
- Manage and motivate staff and assist with the day-to-day office operations as needed by the President.

### Events & Promotions

- Assist the Event Manger with developing a strategy for events and promotions.
- Assist with setting up events and work as needed (may require heavy lifting, exposure to seasonal weather conditions, and prolonged standing).

### Expectations

#### Experience & Experience

- 5 years of direct experience
- College degree in related field

#### Compensation

- Salary starts at \$75,000, commensurate with experience
- Available benefits: PTO, health, vision, dental, and retirement

#### Conditions

- Full time, exempt // M-F // 9-5 // Two remote days per week
- Manages 1 FTE and seasonal staff
- Reports to President

### How to Apply

Send your resumé and cover letter to [info@dtsf.com](mailto:info@dtsf.com). Within your cover letter, explain why you want this position and why we should want you. DTSF will be interviewing as applications are submitted. Ideally, the Vice President will start in May (2024).

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## About DTSF

Downtown Sioux Falls, Inc. is the nonprofit organization charged with connecting, growing and celebrating one of the most thriving downtowns in the country. DTSF is the connector and facilitator amongst Downtown's businesses, property owners, residents, and partners. We create opportunities for enriching experiences, a healthy environment, and economic growth. DTSF builds community and a sense of belonging that extends beyond our district. We value passion, relationships, openness, originality and fun!

DTSF is dedicated to fostering an inclusive workplace that thrives on diversity. We acknowledge that this journey is continuous, and we are committed to an ongoing process of inclusion. As an equal opportunity employer, we stand against discrimination based on race, color, age, religion, sex, sexual orientation, gender identity, national origin, veteran status, or disability. Our commitment is to nurture an environment where all employees can flourish and bring their unique perspectives and experiences to the forefront. We believe that people matter in pursuit of the goals we aim to accomplish.

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