



16 TECH COMMUNITY CORPORATION JOB DESCRIPTION

POSITION: Director of Communications
STATUS: Exempt
ORGANIZATION: 16 Tech Community Corporation
REPORTS TO: VP of Brand Strategy, 16 Tech Community Corporation

ORGANIZATION OVERVIEW

The 16 Tech Innovation District is a growing destination for innovation and entrepreneurship and a driver of the tech enablement of the life-sciences and advanced manufacturing industries key to Indiana's economy. Connected to diverse neighborhoods in downtown Indianapolis and intentionally resourced with facilities and programs to foster innovation, 16 Tech is home today to three buildings with 200+ innovation related entities that employ more than 1,000 people. Over the next ten years, 16 Tech is projected to grow to 13 mixed-use buildings and create 3,000+ jobs.

The nonprofit 16 Tech Community Corporation is responsible for the physical and programmatic development of the 16 Tech Innovation District. 16 Tech Community Corporation's mission is to create an inclusive innovation community for Indianapolis, and its role as an entrepreneurial service organization and workforce partner contribute directly to the value proposition of the district. 16 Tech seeks team members who are motivated by and embody its values:

- **Innovation and entrepreneurship:** We believe innovation is vital.
- **Personal Connection:** We believe places bring people together.
- **Inclusivity:** We believe everyone can be an innovator.
- **Collaboration:** We believe collaboration is a winning strategy.
- **Community:** We believe it's important to be good neighbors.

16 Tech Community Corporation is a proud equal opportunity employer committed to an inclusive work environment and to building a team that reflects the rich diversity of our community. People of color, people with disabilities, and people of diverse sexual orientations, gender expressions, and identities are encouraged to apply.

POSITION OVERVIEW

The Director of Communications is responsible for communications and content strategy for 16 Tech Community Corporation. This position will serve as 16 Tech's brand voice, crafting

messaging and executing the overarching communications plan for the organization.

A key member of the brand strategy team, the Director of Communications is an experienced communications generalist who flexes creativity and uses best practices to develop cohesive communications strategies and tactics for internal and external communication channels. The Director of Communications will manage PR/communications for multiple brands and connect with a diverse array of stakeholders.

ESSENTIAL FUNCTIONS

COMMUNICATIONS & CONTENT STRATEGY

- Lead 16 Tech's content and messaging strategy inclusive of internal and external communication.
- Collaborate closely with 16 Tech Creative Director to develop brand assets/collateral for multiple departments and purposes.
- Responsible for guiding and maintaining 16 Tech's overarching communications calendar/editorial calendar working with multiple internal departments.
- Create and manage communications campaigns, including the development of key messaging, strategies, target audiences, tactics and implementation.
- Manage 16 Tech Digital Marketing Manager, responsible for 16 Tech's digital platforms.
- Write and edit copy ensuring brand voice and consistency for impact reports, case studies, newsletters, social media and advertising.
- Flexes creativity, writing short, snappy copy for ads, signage and additional materials.
- Maintain organization's narrative, keeping website content, collateral and presentations dynamic and current.
- Support marketing/communications planning process annually.

PUBLIC RELATIONS & EXTERNAL ENGAGEMENT

- Draft press releases and create supporting content for media.
- Support VP of Brand Strategy in working with external PR consultant in media relations efforts, organizing interviews, pitching story ideas.
- Serve as media liaison and act as potential spokesperson for 16 Tech when appropriate spanning various coverage areas (lifestyle, business, economic development).
- Stay ahead of emerging media trends and channels, and update strategy accordingly
- Plan and execute key media events, such as ribbons cuttings and grand openings.
- Shape 16 Tech tour process, specifically supporting VIP tours.
- Shape and review executive communications.

OTHER

- Ability to foster cross-collaboration, and manage by influence across a dynamic organization.
- Supports additional brand and engagement needs.

- Other duties as assigned.

SKILLS & EXPERIENCE

- Excellent verbal and written communicator.
- Experience turning complexity into simplicity. Able to manage multiple brands, projects and messages at one time.
- Experienced storyteller, focused on impact.
- Experienced in media relations.
- Mission-motivated; interested in economic development and community development.
- Desire to work within a small, entrepreneurial team; self-driven and goal-oriented, able to work independently and organize own tasks, projects, and calendar.
- Detail oriented and organized.

QUALIFICATIONS & EDUCATION

- Bachelor's degree in Journalism, Communications, Marketing or related field preferred.
- 5-10 years of experience.
- 3+ years experience managing people.

BENEFITS

- 100% paid healthcare and dental premiums for both individuals and families.
- Pre-tax and Roth 401(k) Retirement Plan with generous match. 5% contribution by the employer regardless of employee contribution and up to an additional 5% employee voluntary contribution eligible to be matched by the employer.
- Paid Group Life, Short-Term, and Long-Term disability insurance benefits.
- Paid Time Off (PTO), including 17 holidays.
- Free parking

DETAILS

To apply, please submit application by November 29, 2024. More information is available at <https://www.16tech.com/>