



## Marketing & Activations Director

*The Marketing & Activations Director (MAD) crafts and oversees narratives that builds Cool Spring Downtown District's brand identity, communicates the organizational mission, promotes downtown events and programs, and aligns internal goals with external audiences via visual and narrative communications. This position merges marketing, design, communications, and content strategy to drive engagement, inspire action, and best position CSDD to fulfill its mission to grown Downtown Fayetteville as a dynamic hub where creativity, culture, and commerce thrive.*

### Key Responsibilities:

- **Design Strategy, Vision & Expertise:** Develop and implement design strategies that align with CSDD's mission, vision, and strategic plan goals. Deep understanding of design principles, various design disciplines (digital, print, branding), and current technologies.
- **Narrative Strategy:** Design and implement an overarching storytelling strategy that aligns with CSDD's mission and strategic plan objectives. This includes creating messaging frameworks and crafting copy and key narratives for ads, social media, CSDD website, and other collateral, such as CSDD's annual report. Develop and execute media strategies to build relationships with journalists, influencers, content creators, writers, and marketing/communications peers to elevate the brand's visibility and thought leadership in the media and community.
- **Content Development:** Oversee the creation and management of compelling content across various platforms, such as websites, social media, videos, press releases, reports, etc.
- **Project Management and Performance Measurement:** Strong skills in managing multiple projects, timelines, reports and budgets. Track and analyze the effectiveness of storytelling campaigns and content using data analytics and insights. Use this information to optimize future strategies.
- **4th Friday Series/Popup Activations:** Direct the monthly event series from March – to October, including but not limited to: managing vendor/performer application process. File all permits. Work with City officials to close streets, manage event sanitation, and secure the event (police). Work with Safety & Engagement Ambassadors on event logistics. Track event analytics. Oversee volunteers. Manage logistics for several seasonal pop-up activations throughout the year including but not limited to: Love Local (Valentine's) Irish You Would (St. Pat's), Hoppin' Around Downtown (Easter), Letters to Santa, Art Alley @ 222 Hay.
- **Cross-functional Collaboration:** Partner with President/CEO, Director of Development & Engagement, and Community Space & Operations Manager to discover and develop compelling stories, and impactful reporting to ensure consistent messaging across all channels.
- **Innovation & Trends:** Stay current with design industry trends, emerging technologies, and user-centered marketing & design practices.
- **Other Duties:** All CSDD attend and assist with all CSDD events including setup and breakdown and event logistics leading up to and on the day of the event. The MAD will also work closely with the President/CEO to develop and implement additional event programming throughout the year. Additional duties as assigned by President/CEO.

## Required skills and qualifications:

- **Experience:** 5+ years of experience in strategic communications, marketing, or design, with a track record of driving organizational impact through design and storytelling. Graphic design skills are mandatory. Demonstrable competence with social media platforms a must.
- **Education:** A bachelor's degree in a relevant field such as Design/Fine Arts, Communications, Marketing, English, or similar is the minimum requirement.
- **Communication:** Exceptional writing, editing, and verbal communication skills, with a proven ability to translate complex ideas into clear, engaging copy/narrative content for diverse audiences.
- **Strategic thinking:** The ability to think/judge critically, strategically aligning messaging with overarching organizational goals, with cohesive narratives.
- **Engagement:** Demonstrable skills and temperament for fostering a culture of internal and external creativity and collaboration with staff, peers, and stakeholders.
- **Analytical skills:** Strong research, data synthesis, and analytical abilities to measure impact and report results.
- **Adaptability:** The flexibility to work in a fast-paced, high-stakes environment and manage competing priorities effectively.
- **Emotional intelligence:** The capacity to connect with internal and external audiences on an emotional level and build trust through authentic, consistent storytelling.

**Job Type:** Full-time

**Compensation:** \$48,000-50,000 commensurate with experience | 8 Hours of PTO per pay period | Cell phone reimbursement stipend | Healthcare stipend after first year of employment

**Schedule:** Monday-Friday, regular business hours. Some evenings, some weekends (based on event schedule). Flexible schedule to include one day/week work from home.

**To Apply:** Apply by sending resume and cover letter to [ashanti@coolspringfay.org](mailto:ashanti@coolspringfay.org). Resumes without cover letters will not be considered.

**Application Deadline:** June 20, 2026