Director of Communications & Marketing

Location*:* New Castle, DE

Salary: $137,300 - $171,600
(Commensurate with Experience and Skills)
(Grade 114)

Opening Date: November 23, 2026 **Closing Date: December 23, 2026**

I. MISSION, VISION, VALUES STATEMENT

The Delaware River and Bay Authority (Authority) is an organization of people serving people. Our mission is connecting people and places in the heart of the Northeast Corridor. Our vision is to be an innovative leader in transportation and a catalyst for partnered growth and prosperity in Delaware and New Jersey. Our values are our unwavering TRAITS: Teamwork, Respect, Accountability, Innovation, Trust, and Service.

II. GENERAL SUMMARY

Under the direction of and reporting directly to the Deputy Executive Director and in support of and in alignment with the mission, vision, and values of the Authority, the Director of Communications & Marketing is accountable for the Authority-wide communications and marketing strategies. This position is responsible for the direction, administration, and coordination of the activities relating to internal and external communication, public information, media relations, all Authority websites and the coordination of all forms of social media across all business sectors and functional departments.

This position is also responsible for creating, maintaining, and implementing robust community relations efforts to advance and support the mission, vision, values and understanding of the Authority. This position functions as the chief marketing officer for the Authority and is responsible for overseeing marketing initiatives and functions as the lead in improving market presence for the Authority. The Director of Communications & Marketing works to develop areas such as sales management, product development, distribution channel management, marketing communications (including advertising and promotions), pricing, market research, and customer service to all internal and external customers. Developing these areas will result in creating, maintaining, and implementing an Authority-wide marketing strategy with marketing initiatives.

III. ESSENTIAL DUTIES AND RESPONSIBILITIES

- Develops and maintains a comprehensive Authority-wide strategic communications plan; managing on-going internal and external communications projects
- Manages and executes departmental advertising, marketing, and communication plans and strategies
- Develops and maintains key community relationships with economic growth partners
- Directs and coordinates an Authority-wide public relations program directed toward improvement of the Authority's image and maintenance of good public relations with and service to the news media
- Serves as main point of contact for all Authority Freedom of Information Requests
- Develops and maintains crisis communication plans and strategies for the Authority, including participation in tabletop exercises and emergency drills
- Establishes and implements the Authority's overall marketing strategy (to include business intelligence) and utilizes effective marketing tools; oversees all marketing activities to include directing the efforts of the Authority's Marketing Team
- Oversees all Authority websites and coordinates all aspects of the Authority's messaging through social network sites
- Plans and executes special events which serve to advance communications and to support community relations
- Provides support for development of publications and other communication tools on behalf of specific departments that would target internal and external audiences
- Develops, implements and manages the Authority's communications and marketing budgets
- Facilitates growth and sales while increasing revenue generation, reducing costs and mitigating risks

- Develops programs with quantifiable objectives which delivers immediate and tangible results; develops and measures key metrics
- Reports and presents ideas or strategies to convince stakeholders to follow or adopt a certain course of action
- Performs other duties, responsibilities and specials projects as required and assigned
- Provides the highest level of customer service and professionalism to all internal and external customers

IV. REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES

- Knowledge of communications and public relations principles and practices
- Knowledge of and ability to apply principles and best practices of marketing
- Demonstrated knowledge in leadership, management, sales, and finance
- Demonstrated extensive experience with the use of social media in brand development and marketing
- Strong analytical and problem-solving skills
- Demonstrated ability to be creative, influential, and persuasive
- Strong interpersonal and verbal communication skills
- Effective written communication skills
- Strong computer skills, including intermediate to advanced proficiency using Microsoft Excel and Word; knowledge of marketing systems
- Ability to represent the Authority at external community and business events
- Ability to provide superior customer service to everyone by responding in a courteous and efficient manner

V. REQUIRED EDUCATION AND EXPERIENCE

- Bachelor's degree in Marketing, Public Relations, Communications, or related business-related field; Master's degree preferred
- Minimum of 10 years of well-rounded marketing/business development experience in positions of increasing responsibility, with a focus of marketing expansion and identifying emerging market trends. Public sector experience preferred
- Minimum of 5 years of leadership experience with ability to motivate and provide professional development

VI. LICENSES, REGISTRATIONS, AND/OR CERTIFICATES

- Valid driver's license required
- Completion of Leadership Training Programs preferred
- Digital, Social Media Management certifications preferred

VII. ADDITIONAL REQUIREMENTS

- Subject to background investigation, pre-employment physical, and drug testing
- Delaware River and Bay Authority requires all employees to have direct deposit with a financial institution to receive their bi-weekly pay
- As a member of the senior management team, available at such hours, day or night, 24x7, to maintain continuous and timely communication

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If you are interested in applying for this position please complete the on-line application at www.drba.net. In addition to the online application, please attach a current resume.

The Delaware River and Bay Authority is an Equal Opportunity Employer