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EVENTS & MARKETING MANAGER

REPORTS TO:

Director of Communications & Marketing

COMPANY BACKGROUND:

Founded in 1997, the Golden Triangle Business Improvement District (BID) encompasses 43 square downtown blocks and works to enhance the public space from the White House to Dupont Circle and 16th Street, NW to 21st Street, NW. The BID's vision is for a safe, clean, attractive and user friendly downtown that confirms Washington as the premier business and entertainment destination in the region and contributes to the perception that downtown Washington is a world-class destination.

In addition to its focus of maintaining an environment that is clean, safe and welcoming, the BID regularly initiates capital improvements to create attractive and unique urban spaces throughout the Golden Triangle neighborhood. The BID has taken the lead on developing and implementing permanent public art projects, converting hardscapes to bio-retention areas, improving parks through design, and transforming the Connecticut Avenue streetscape from K Street to Dupont Circle.

The day-to-day management is overseen by a full-time staff headquartered in the center of the BID. The BID is a non-profit 501(c)(6) corporation that elects a Board of Directors to govern its activities and is currently one of ten Washington-based Business Improvement Districts.

SUMMARY:

The numerous public events held by the Golden Triangle BID are a critical element in the BID's strategy to create a sense of place and support an unparalleled experience for workers, residents, and tourists. The Events & Marketing Manager is responsible for the pre-planning, onsite execution, management and post event activities of more than 100 annual public events, most of them outdoors. The successful candidate will lead the detailed planning of events to properly align with BID goals, which are identified in the Strategic Plan and by the Executive Director. The ideal candidate will manage all of the BID's events, oversee onsite personnel, and seasonal event staff, with oversight from the Communications Director. The candidate will also reach out and manage partnerships with event partners such as entertainment venues, cultural institutions, and others. The Events & Marketing Manager will also execute promotional tactics in support of a variety of events and programs, demonstrating subject matter expertise.

PRIMARY DUTIES AND RESPONSIBILITIES:

- Develop event strategy, theme, and concepts/activities to generate audience demand and engagement in the Golden Triangle neighborhood. Event themes and concepts must properly align with the BID's Strategic Plan and support organizational goals.
- Prepare event plans, budgets, schedules, task assignments, and equipment lists. Ensure critical deadlines, budgetary guidelines, and quality standards are met.
- Identify, train, schedule, and oversee staff of part time seasonal workers during event season.
- Direct and coordinate the onsite activities of staff, volunteers, and contractors to ensure the successful execution of assignments. Run-through and resolve issues prior to the event launch.

- Identify and secure partners such as entertainment venues, cultural institutions, and others; define expectations and logistics; execute partnership agreements.
- In collaboration with the BID's other program areas, manage all aspects of events that support the BID's other program areas and its overall strategic goals, mission, and brand identity. Work closely with other staff to facilitate event registration and support other onsite needs.
- Plan and oversee events that involve high-level audiences, including board members, political officials, regional/national public figures, and celebrities.
- Oversee speaker and vendor services: Ensure speakers and performers are briefed and prepared to provide effective presentations and entertainment. Direct photographer to appropriately capture compelling imagery for print and online platforms.
- Work with Director of Communications & Marketing to execute marketing tactics that drive attendance and engagement with area workers and community members.
- Write and edit promotional content, in support of events and other BID programs, for a variety of marketing platforms including: website, email, newsletter, social media, print collateral, advertisements, and press releases.
- Research venues and catering options, coordinate administrative materials, and acquire equipment and supplies, including audiovisual, security, and catering needs for events. Draft Request for Proposals and Estimates. Negotiate agreements with contractors to ensure the lowest cost and highest quality of services.
- Conduct event risk assessments and work with the BID's insurance company and legal team to reduce/eliminate potential risks: secure event security, submit insurance applications, and create activity waivers.
- Analyze event performance and prepare post-event reports for distribution to sponsors, partners, board members, and participants.

QUALIFICATIONS:

- Minimum of 3-5 years of event, public relations, planning, community development and/or marketing experience.
- Experience overseeing summer staff or onsite event staff.
- Possess strategic planning and problem-solving skills.
- Works well in a fast-paced environment. Highly efficient in time management and can meet deadlines under pressure.
- Highly organized, analytical, and possesses strong implementation/tactical skills.
- Excellent written and oral communication skills and exhibited confidence when interacting with high-profile constituents.
- Proven ability to successfully manage multiple projects simultaneously.
- Experience in managing contracts and/or outside vendors.
- Ability to engage; influence others to participate in BID events & marketing activities.
- Will be expected to spend time outdoors during community events, including some evenings.
- An understanding/appreciation of the BID's mission to create place and community.

EDUCATION:

- Bachelor's Degree required. Concentration in event management, public relations, planning, community development, marketing, communications or related field preferred.