

GEORGETOWN BID JOB ANNOUNCEMENT

Marketing & Events Associate

Announcement Date: October 2021

PURPOSE & JOB DESCRIPTION

Now that you've Googled "what's a BID?" here's what *ours* is all about. The Georgetown BID is the commercial district's "placemaker-in-chief," charged with creating and sustaining a world-class destination for visitors and businesses alike. Through a comprehensive Marketing, Communications, and Events program, the BID promotes Georgetown as a premier, internationally known neighborhood, and strives to convey and enliven Georgetown's sense of place. (It also hosts a pretty competitive staff costume contest, come Halloween. A trophy is involved.) The Marketing Associate will join a fun and talented team, voted best BID in the city by Washington City Paper readers in "Best of DC." The ideal team player loves D.C. and is passionate about thriving neighborhoods and community relationships. That, and the three C's (coffee, cupcakes, and cookies); Georgetown is kind of known for them. In this role, you'll do everything from supporting local businesses to helping national brands open their first D.C. location to promoting the new, historic C&O Canal boat. Georgetown is D.C.'s most historic, vibrant, ever-evolving neighborhood - full of [the good kind of] unexpected people, places, and things. We're on a mission to preserve what's great, fix what's broken, and create what's missing.

This new position will take on a portfolio of Marketing and Events projects they will lead and run with, in addition to being the Social Media maven influencing and managing Georgetown's presence on Instagram, Facebook and Twitter. This role will also provide some support on Advertising, Production and Communications, and may intersect with marketing support needed in the BID's Economic Development, Transportation, and Street Services programs.

We admit we're looking for a unicorn - a bright, creative, energetic, self-directed and professional candidate who is a team player, poised, and a friendly communicator. We know you're out there!

KEY RESPONSIBILITIES

Marketing & Communications

- Run the BID's Social Media Marketing presence on Instagram, Facebook, Twitter, and any other new, emerging channels. Develop and execute content strategy, monitor analytics and engage with audiences for growth.
- Assist with development and production of BID marketing materials, including advertising, BID collateral pieces and other special brand marketing projects.
- Georgetown Heritage: assist with marketing needs for the BID's non-profit, Georgetown Heritage.
- Work with Communications Director on managing and maintaining marketing imagery database.

Events

- Assist Events Director in executing overall workplan for BID events, taking lead on several events, including Georgetown French Market (April), Bike to Work Day (May), and Sunset Cinema (weekly; 5-week series in July and August), and organizing seasonal promotions such as Small Business Saturday and Valentine's Day.
 - Contact and follow up with BID merchants on their participation in BID events, including emails, phone calls, and in-person store visits.
 - Hire and manage vendors and logistical details to ensure smooth and successful events.
 - Distribute promotional materials to event participating merchants.

- Assist in recruiting and management of event volunteers.
- Assist in maintaining event sponsorship database and sourcing new sponsors.
- Manage sponsors and their needs, including documenting and creating proof-of-performance reports.
- Update event pages on website.
- Work at BID events in assigned role(s).

REPORTING RELATIONSHIPS

The position reports directly to the BID's Vice President & Marketing Director, with a dotted line to the Events Director and Communications Director.

QUALIFICATIONS

- Bachelor's degree in Marketing, Communications, Business or related field.
- One to three years of related experience in marketing, communications and events.
- Social Media acumen and fluency (Facebook, Twitter, and Instagram)
- A strategic thinker and planner – ability to anticipate, analyze and think through issues, problems and generate new ideas and creative solutions; strive for innovation.
- Ability to read, write, and verbally communicate effectively and professionally with other colleagues, merchants, visitors to Georgetown, press, and vendors.
- Ability to diplomatically deal with difficult situations and people while exhibiting a consistent level of professionalism.
- Ability to successfully manage multiple projects simultaneously.
- Strives for quality and excellence; has a sense of urgency and is highly productive.
- Computer proficiency in Microsoft Office 365; Salesforce a plus.
- Proficiency in design tools including Photoshop, InDesign and/or Illustrator a plus.
- Proficiency in website building platforms such as Squarespace a plus.
- Full-time position and must be available to work some late evenings and weekends for events.

TO APPLY

Submit a cover letter and resume with subject line "GBID Marketing Associate Search" to careers@p3hired.com.

BACKGROUND

The Georgetown BID is a publicly chartered non-profit organization dedicated to making Georgetown cleaner, safer, more user-friendly and more vibrant. The Georgetown BID runs a variety of programs including marketing the neighborhood as a unique shopping, dining, and historic destination; keeping the streets and sidewalks clean and passable; improving the streetscapes and plantings and street furniture; collecting and disseminating economic development research; and improving transportation access and mobility throughout the area. The organization has a \$4.6 million annual budget and 27 employees and full-time contractors. For more information visit our website as www.georgetowndc.com.

The Georgetown Business Improvement District provides equal employment opportunities (EEO) without regard to race, color, religion, sex, national origin, age, non-job-related disability, veteran status, genetic information, or other protected group status. In so doing, we are committed to ensuring that all employees and applicants for employment are afforded an equal opportunity to pursue job promotions, and opportunities for personal development, compensation and benefits reflect our commitment to furthering the principles of the Georgetown BID's equal employment policy.

This Job Announcement, and any application submitted pursuant to it, is not an offer of employment or an employment contract.