

## Dupont Circle Business Improvement District

### MARKETING & EVENTS ASSOCIATE POSITION DESCRIPTION

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<b>Position Title:</b>	Marketing & Events Associate
<b>Job Type:</b>	Full time
<b>Location:</b>	Washington, D.C.
<b>Supervisors:</b>	BID Executive Director
<b>Pay rate:</b>	Salary commensurate with experience
<b>Hours:</b>	40 hours per week; may include occasional event-related evening and weekend work

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#### **Position:**

The Dupont Circle Business Improvement District seeks a Marketing & Events Associate, a full-time employee who will be responsible for managing and overseeing the new organization's initiatives in brand management, communications, media relations and event management. The ideal candidate must be an energetic, creative self-starter, eager to create a marketing and events program from the ground up. This person should be able to manage several projects simultaneously and maintain daily tasks and deadlines. She/he will work collaboratively with a nimble team at the newly formed Dupont Circle BID and think creatively about how to accomplish organizational objectives.

#### **About the Dupont Circle BID:**

The Dupont Circle Business Improvement District (BID) is a 501(c)(6) nonprofit formed in 2018 to elevate the iconic Dupont Circle neighborhood with public space management, strategic marketing, and economic development initiatives. This organization is dedicated to creating a vibrant and dynamic place intended to help stimulate visitation and grow businesses. The Dupont Circle BID will focus most immediately on ensuring that the area is clean, safe and friendly, with attractive, well-maintained and engaging public spaces, parks and streetscapes. The Dupont Circle BID is a member of the DC BID Council and the newest of Washington, DC's 11 business improvement districts. BIDs are place management organizations that bridge the gap between the public and private sectors to serve as a catalyst for growth and create a welcoming and inclusive community. To learn more about the organization, visit [www.dupontcirclebid.org](http://www.dupontcirclebid.org).

#### **Specific responsibilities:**

Communications and Public Relations:

- Assist in drafting pitches and press releases, and securing coverage of the BID initiatives, events, neighborhood and stakeholders
- Curate and update targeted press lists through media database
- Maintain relationships with the media, BID members, residents, stakeholders and external partners
- Research, compile and write monthly e-newsletter *Inside Dupont* to the BID's growing subscriber list (via Mailchimp); regularly maintain subscriber database.
- Email Marketing: Draft BID member updates through Mailchimp.

- Monitor and record media coverage and post to digital outlets (social media, website) daily, then save clippings for marketing archives
- Coordinate and facilitate presentations and neighborhood tours for visitors and stakeholder groups
- Professionally respond to requests for information and communicate with stakeholders

#### Marketing/Brand Management:

- Maintain the integrity of Dupont Circle's brand and key messages
- Assist with development and production of all BID marketing materials, including advertising, marketing collateral, retail information and other branding items (including place branding such as street light pole banners, branded giveaways, etc.)
- Manage contractors who provide graphic design, web, event planning, print vendors, and media relations support
- Daily oversight, content creation and management of social outlets, including Facebook, Instagram and Twitter, including photo and video
- Daily oversight of and weekly updates to the BID website
- Compile and design regular reports and presentations in partnership with the executive director.
- Work with the executive director to develop a marketing budget
- Work with the executive director or consultants to create, produce and implement a retail strategy
- Develop and maintain BID member contact database
- Coordinate with property managers, retailers and primary tenants on Dupont Circle BID welcome initiatives for new tenants, retailers, and residents, as requested.
- Digital asset management: organize and maintain marketing communications library.
- Attend various stakeholder or partner meetings, including but not limited to cultural and promotional organizations, tourism attraction organizations, citywide event meetings, or committee meetings for the DC BID Council

#### Event Management:

- Work with local partners to plan, executive and/or sponsor neighborhood events
- Work with neighborhood cultural groups, retailers, property owners and managers to facilitate Dupont Circle BID and non-BID events on private and public properties.
- Promote, photograph and update social media at events (live tweeting, events calendars, web updates, etc.)
- Engage and collaborate with local retailers and other tenants to elevate their marketing efforts
- Oversee vendors, contracts, and logistics/staffing for BID-run events, which could include but is not limited to the annual meeting, open house events, neighborhood walking tours, pop-up activations, retail promotions and celebrations of significant events or launches.

#### Administration

- Supervise seasonal interns
  - Some general administrative work is required, approximately 10 percent.
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### **Experience/Qualifications:**

- Bachelor's Degree in marketing, journalism, communications, community development or similar
  - Minimum of 3 years professional experience in marketing, events, communications or similar field
  - Excellent written and verbal communication skills
  - Ability to handle multiple tasks in a fast-paced environment
  - Ability to effectively manage and prioritize tasks
  - Ability to be outgoing, friendly, punctual, and responsible
  - Detail-oriented personality
  - Strong project management skills
  - Team player and 'roll up your sleeves' attitude
  - Proficiency with email (Microsoft Outlook) and basic computer skills
  - Experience designing marketing collateral, such as fliers, handouts and presentations
  - Proficiency with Microsoft Office (Excel, Powerpoint, Word), web applications (Wordpress and MailChimp), social media outlets (Facebook, Twitter, YouTube, Instagram, etc.), and Adobe Creative Suite products, including Photoshop, Illustrator and InDesign
  - Professional demeanor
  - Excellent references
  - Experience with photography and DSLR camera a plus.
  - Much appreciated: a passion for or experience in stakeholder engagement, community and economic development, retail strategy and assessment, placemaking and/or urban design
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### **Compensation**

Salary commensurate with experience. Benefits include:

- IRA retirement plan including an employer contribution and employer match elements
  - Health insurance
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### **To Apply**

Send **A SINGLE PDF** including your resume, a writing sample, three references, and a cover letter stating why you are interested in the position to [info@dupontcirclebid.org](mailto:info@dupontcirclebid.org). No phone calls, please.