



Marketing & Events Manager

Position Description

The Mount Vernon Triangle Community Improvement District (MVT CID) seeks a full-time Marketing & Events Manager to lead various long-term and day-to-day marketing communications assignments involving (1) external communications, (2) marketing material production, (3) digital communications, (4) event planning and execution, and (5) stakeholder/partner relations and engagement.

The Marketing & Events Manager will be encouraged to devise long-term branding and engagement strategies for the organization and will be given the opportunity to take lead on such initiatives. The ideal candidate is an organized self-starter who possesses a high degree of intellectual curiosity, will seek to bring added value, and is comfortable working with minimal supervision and within a dynamic environment. The incumbent is also someone with an interest – bordering on passion – for stakeholder engagement, community and economic development, urban district management and “placemaking,” and who seeks to advance their career in marketing, communications, public relations and affairs, community and stakeholder engagement, and/or event planning.

About the Mount Vernon Triangle Community Improvement District

MVT CID is a private, 501(c)(6) nonprofit organization established in 2004 to enhance the overall quality of life for residents, employees, and visitors, and to increase commercial opportunities for business and property owners, in the Mount Vernon Triangle neighborhood of downtown Washington, DC. MVT CID sits at the heart of the city—both geographically and culturally – and is funded by a supplemental real property tax on both residential and commercial properties. A member of the DC BID Council (www.dcbidcouncil.org), DC Sustainable Transportation Coalition, and Destination DC, MVT CID is one of Washington, DC’s 11 Business Improvement Districts known as “place management organizations” that sits at the intersection of the public and private sectors and strives to serve as an effective catalyst for growth and improvement on behalf of its stakeholders. To learn more visit MountVernonTriangle.org.

Responsibilities

Strategy Development

- Prepare overarching strategic marketing plans and corresponding task-specific work plans that enhance MVT CID’s brand identity as a “destination of choice” among residents, workers, retailers, business and property owners, external partners and stakeholders, and other key influencers such as the media, economic development leaders, and local elected officials.

Content Development & Management

- Create and manage the production of high-quality written material for printing and distribution
- Collaborate with team members on compelling stories for inclusion in weekly e-newsletters
- Manage, create, and publish high-quality marketing campaigns and content through MVT CID's [website](#) and on [Facebook](#), [Twitter](#), [Instagram](#), [YouTube](#), [Flickr](#), and other social media platforms
- Monitor social media engagement

Communications

- Draft and disseminate press releases
- Coordinate with media outlets, both print and digital, to secure earned coverage of the neighborhood, stakeholders, and CID initiatives and events

Event Management

- Propose, plan, organize, attend, and manage community events including but not limited events alongside our weekend farmers market, outdoor concerts, programming for parks, family programming and pet-friendly events
- Coordinate contracts and logistics/staffing for MVT CID-sponsored events

Stakeholder/Partner/Community Engagement & Relationship Management

- Establish productive working relationships with community stakeholders, property managers, retailers (including restaurant managers), residents, and external partners (e.g., stop by local businesses for occasional impromptu “check-ins” to see how things are going)
- Engage and collaborate with local retailers and other commercial tenants to assist in their marketing efforts (e.g., promoting the opening of a new restaurant)
- Regularly “problem seek” by conducting ongoing stakeholder outreach, polling, and engagement; identify potential areas of improvement and value-added solutions
- Organize and lead regular meetings of the MVT CID Marketing Committee
- Partner closely with local reporters and bloggers to promote the neighborhood, and its businesses, real estate developments and stakeholders
- Organize contacts and maintain information accurately in Client Relationship Management (CRM) system; communicate regularly with stakeholders/contacts to ensure lists are accurate
- Maintain a calendar of external meetings and events and periodically attend stakeholder- and partner-organized activities on behalf of MVT CID

Additional Responsibilities

- Proactively communicate with team members on projects and workflow
- Draft, prepare and review documents and reports on behalf of team members, as requested
- Respond to requests for information and communicate with stakeholders professionally and with minimal supervision
- Supervise external contractors and consultants and ensure the completion of projects
- Cross-train on other organizational functional roles to pitch in when necessary

- Other responsibilities as assigned

Skills

Required

- Experience with marketing and communication strategy development
- Excellent written and oral communication skills
- Ability to work autonomously within a small team environment while prioritizing and managing the completion of projects timely and efficiently
- Demonstrated skills with MS Office Suite programs (Word, PowerPoint, etc.)
- Familiar with CRM tools such as Zoho and Salesforce
- Adept with MailChimp and WordPress
- Experience with the management of major social media platforms such as Instagram, Twitter, Facebook, etc.

Preferred

- An ability to execute effective crisis management communications
- A command of graphic design and publishing software such as Canva and Adobe Creative Suite programs (Illustrator, Photoshop, and InDesign specifically) and/or other design and publishing software
- Understanding of local, regional, and federal dynamics as they relate to activities in the MVT CID
- Understanding of the DDOT and NPS event permitting process
- Knowledge of local arts and cultural events in the area
- Interest in and willingness to learn about “placemaking” and place management (as it relates to economic development, urban planning, commercial real estate, and place branding)

Experience, Qualifications & Attributes

- Bachelor’s degree with a minimum of 2 years experience in a related role
- Self-motivation and the ability to show initiative in taking decisive and appropriate action (e.g., stepping in to support colleagues facing significant deadline pressure with help in completing a task)
- Ability to communicate clearly, concisely, and professionally in written communication
- Ability to interact effectively with co-workers, Board members, stakeholders and other MVT CID partners
- Ability to communicate across disciplines and cultures
- Ability to work independently with minimal supervision within a highly collaborative team environment and to meet deadlines
- Outstanding work ethic, organizational skills, and attention to detail
- Customer-service mindset and solutions orientation
- Familiarity with District of Columbia government and agencies helpful but not required

Position Hours

- Core business hours are 9AM-5PM, Monday through Friday, with occasional work on nights and weekends in support of community events

Additional Position Requirements

- Position at times requires the lifting of light boxes containing marketing collateral and other event-related materials
- Some work may be virtual but as a place-based organization regular visits to the office are necessary to adequately accomplish role objectives
- Minimal non-DC domestic travel required

Reporting Relationships

- Position reports to the MVT CID President & CEO

Salary

- Salary will be commensurate with experience and includes a very competitive benefits package

To Apply

- E-mail resume, writing sample, and three (3) references to info@mvtcid.org
- Visit MountVernonTriangle.org and review our annual reports, online collateral, and other documents before applying
- No phone calls please

Equal Opportunity Employer

The MVT CID 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 fully pursue job opportunities with the organization. Decisions on employment, promotions and opportunities for personal development, compensation and benefits reflect our commitment to furthering the principles of the MVT CID's equal employment opportunity policy. This Job Announcement, and any application submitted pursuant to it, is not an offer of employment or an employment contract.