



## **Director of Marketing & Events**

### THE ORGANIZATION

The Union Square Business Improvement District (USBID) is a 501(c)(4) non-profit organization that serves members and creates a high-quality visitor experience by managing and activating public spaces, attracting new investment, and advocating for the District's future success. Funding for the USBID comes from property tax assessments (approximately \$6mil/year) over a 27-block area around Union Square in San Francisco as well as donations, sponsorships, and grants. The USBID's objectives are to improve safety and security in the district; increase its cleanliness; enhance the visitor experience and the beauty of the area; define and brand the neighborhood; activate our public spaces; promote the district and the businesses located within it; provide a welcoming environment for visitors; help people effectively navigate the district; increase the economic viability of the area; and create an ideal place to live, work, and visit through maintenance and public safety measures, marketing, advocacy, streetscape improvements, and public realm initiatives. The organization has been in existence since 1999 but was renewed and expanded by vote of the property owners located within the district and the City and County of San Francisco's Board of Supervisors in July 2019 for a new 10-year term. Working hand-in-hand with the City of San Francisco (the City), the USBID is committed to ensuring Union Square remains a world-class destination as well as a safe and vibrant community for those who live and work here. You can find out more about the organization at <http://www.unionsquarebid.com>

### POSITION DESCRIPTION

This full-time regular non-exempt position reports to the Deputy Director but also will take direction from the Executive Director or other Directors if working on projects they are managing.

UNION SQUARE BUSINESS IMPROVEMENT DISTRICT

323 GEARY STREET, SUITE 203 SAN FRANCISCO, CA 94102  
TEL (415) 781-7880 FAX (415) 781-0258 VISITUNIONSQUARESF.COM



### **Marketing Program Management & Collateral Development**

The Director of Marketing & Events manages all marketing programs (see additional event and other duties descriptions below), including the district website, social media account management (consumer and member accounts), the newsletters (*Square Affairs* & *Around the Square*), print and other collateral development, and all other marketing programs. The Director of Marketing & Events also manages a marketing firm that was recently hired to undergo a re-branding project for the district and organization. The Director of Marketing and Events will assume the lead on this project upon hire.

The Director of Marketing & Events also manages member outreach (using Salesforce to track member contact information) while communicating programs and member benefits via a welcome kit, *Square Affairs*, and digital outlets including website and social media channels.

The Director of Marketing & Events will manage the affiliate marketing membership program. This will include outreach to new affiliate members, contract signing and adding the new members to the website and newsletters where appropriate.

### **Press Management**

Working closely with the Executive Director (spokesperson for organization), the Director of Marketing & Events will advise and interface with members of the press and help arrange meetings, provide key talking points, and help react to press articles about the organization and the district.

The Director of Marketing & Events will also pro-actively seek to issue press releases about Union Square, its businesses and initiatives and programs. She/he will also position the Union Square BID and the Executive Director as a "Media Resource" and trusted source for news and information about Union Square and retail in general.

### **Event & Member Program Management**

The Director of Marketing & Events manages the execution of a variety of member specific programs including Coffee & Connections, member mixers, new member orientations, educational sessions, and other member exclusive events.

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The Director of Marketing & Events also manages the execution of consumer events and public space activations including the Annual Luncheon, Winter Walk/Holiday Market, annual Holiday Fundraiser, and alley activations (Maiden Lane, Campton Place, etc.). The Director of Marketing & Events will also manage USBID sponsorships of various Union Square events. This position will also be responsible for fundraising and financial sustainability of the events/activations via sponsorship, fees, or tickets for consumer events.

The Director of Marketing & Events will manage the Marketing Advisory Committee meetings, as well as related membership, minutes, agendas, scheduling and meeting setup. The Director of Marketing & Events will work with the Chair(s) of the Committee to provide regular reports at all Board meetings.

### **Additional Duties**

The Director of Marketing & Events will also manage support staff including the Senior Project Coordinator and Intern(s) of the organization. The support staff assist the Director with various projects and tasks including social media, website, and other duties.

The Director of Marketing & Events will also manage the [info@unionsquarebid.com](mailto:info@unionsquarebid.com) and [rsvp@unionsquarebid.com](mailto:rsvp@unionsquarebid.com) as well as other e-mail accounts associated with events and marketing services, manage photography, reporting and other marketing and administrative duties. The Director of Marketing & Events will manage inquiries by commercial entities seeking to use public space (such as filming, food activations and random events). The Director of Marketing & Events will regularly maintain the business directory and Salesforce database of all members and stakeholders.

Other projects as assigned.

While work hours are typically 9:00 a.m. to 5:30 p.m., Monday through Friday, some evening and weekend work may be required. Current staff schedule is limited to 2 days per week (schedule TBD) in the office (for social distancing and safety reasons) and the rest of the time work-from-home (until at which time staff return to office). This is an “at-will” position.

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## **REQUIREMENTS/QUALIFICATIONS**

Candidates considering applying for this position should have the following qualifications:

- Bachelor's Degree in related field such as marketing, political science, urban planning MBA or advanced degree a plus.
- Advanced skills in the Microsoft Office Suite required (Word, Excel, Outlook, and PowerPoint).
- At least 5 years of progressive experience working in the Marketing department of a non-profit organization, business, or governmental entity.
- Experience with customer relationship management databases (Salesforce a plus).
- Experience managing events from concept to event logistics.
- Experience with Adobe Suite or other graphic design software a big plus.
- Some experience with consumer marketing and/or relevant coursework.
- Experience with people management and/or organizational development and with working in a collaborative environment.
- Excellent written communication skills, including social media and website copy
- Experience with social media and website management
- Experience with non-profits or City agencies a plus.
- Strong interpersonal communication skills.
- Interest in Union Square, CBDs/BID's and the City of San Francisco
- Photography or graphic design experience a plus
- Applicants must be eligible to work in the United States.

## **COMPENSATION & BENEFITS**

Compensation for this full-time regular position is commensurate with experience and qualifications. The USBID pays competitive wages. The USBID offers a benefit package that includes health, dental and vision insurance (100% employer paid for employee), vacation, sick, and holiday paid time off, and an employer-sponsored commuter benefit up to \$150/month. In addition, the USBID has a 401K plan and has an employee professional development allowance of up to \$2,000/year.

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**TO APPLY**

To apply for this position, please email a cover letter and resume addressed to [info@unionsquarebid.com](mailto:info@unionsquarebid.com) **by September 30, 2020**. Please use the cover letter to explain your interest in this position and how you are uniquely qualified for the job.

*The Union Square Business Improvement District is an Equal Opportunity Employer.*

*Pursuant to the San Francisco Fair Chance Ordinance, we will consider for employment qualified applicants with arrest and conviction records*

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