



## Project Coordinator - Marketing & Events

### Overview

The Telegraph Business Improvement District (TBID) is seeking a Project Coordinator to support marketing, revitalizing, and attracting people and businesses to Berkeley's storied Telegraph Avenue district. This person will coordinate public events, art/beautification projects, advertising, branding initiatives, social media, and public communications. Some of the core responsibilities include the Annual Grateful Day Festival, holiday shopping events and promotions, New student Dine-Around program, District Merchandise program, and hosting community forums. The position reports directly to the Executive Director and is accountable to the Board of Directors.

### Organization Background

The TBID is a benefit assessment district founded in 1998 to improve and promote the economic well-being of the Telegraph commercial district in Berkeley, California. It is a nonprofit (501c4) organization funded primarily by a special assessment of properties within the district. The organization's activities include "clean, safe, and beautification" services, marketing, placemaking, advocacy, business support, and other special projects. The TBID plays a central leadership role for the Telegraph District representing the community on major issues, and building on the iconic character of The Ave. For more information visit [www.telegraphberkeley.org](http://www.telegraphberkeley.org).

### Location

The TBID office is in the heart of the Telegraph Commercial District in Berkeley, California. The district is served by high-frequency AC Transit routes, multiple rideshare services, and is easily accessible by BART and major bike routes. Convenient on and off-street parking is readily available.

### Responsibilities

#### *Events and Programs*

- Manage public festivals and events:
  - Outline detailed plans, develop partnerships, apply for grants,
  - Secure permits, develop and manage budgets, direct vendors/contractors,
  - Program entertainment/activities, implement marketing and outreach efforts,
- Assist businesses in hosting special events, sidewalk activations, and live entertainment.
- Coordinate with partners on programs to increase student engagement in the district.
- Develop and implement placemaking projects including murals, sculpture/lighting installations, storefront activations, and other special projects.

#### *Marketing and Advocacy*

- Communicate with district stakeholders to gather input and increase awareness around important public projects and initiatives.
- Manage social media accounts, create content, and run ad campaigns on a variety of platforms and regional outlets to increase visibility of the district and attract visitors.
- Work with designers and media professionals to produce branding and marketing materials.
- Support small business marketing efforts through developing content, influencer marketing, and promotions.
- Cultivate partnerships with business and property owners around community projects, outreach, and placemaking initiatives.

#### *Administration*

- Draft program outlines, agreements, and minor contracts.
- Develop and present reports to the board and in public meetings.
- Manage website content and handle routine updates.
- Record written meeting minutes (monthly).



**You'll be successful in this role if you:**

- Are dedicated to building community, supporting local small businesses, and passionate about fostering cultural expression.
- Are a creative thinker who keeps up with local trends and can communicate with broad audiences.
- Are a self-starter able to take initiative on projects and work independently.
- Want to apply yourself in new ways and participate in a wide range of projects and initiatives.
- Can problem-solve through difficult and unfamiliar tasks.
- Are outgoing, and comfortable interacting with district stakeholders, merchants and visitors.
- Pay attention to detail and manage competing priorities effectively.

**Minimum qualifications**

The ideal candidate is a creative, energetic, positive, self-directed professional with a proven track-record of establishing effective outcome-oriented relationships with diverse constituencies. Minimum qualifications include:

- Associate or bachelor's degree in a related field including marketing, business/non-profit administration, communications, urban planning/design, or community development.
- Proficiency in MS Office Suite, Google Workspace, Adobe Creative Suite, and WordPress.
- Working knowledge of Facebook Business Suite, Ad Center, Instagram Professional Dashboard, and Twitter.
- One to two years of experience in event planning/coordination, business development, public/community relations, and/or marketing.
- Strong written and verbal communication skills.
- Effective time management and organizational skills with the ability to prioritize multiple tasks.

**Preferred Experience & Skills**

- Energetic and imaginative with ability to inspire stakeholders and foster partnerships.
- Experience using MailChimp, SurveyMonkey, Google Analytics, and domain hosting platforms.
- Strong marketing, public relations, and event planning, with a proven ability to engage a wide range of stakeholders.
- Experience with graphic design, and data entry and/or database administration.
- Able to work with a non-traditional/flexible schedule. (including very occasional weekends and evenings)
- Driver's License preferable but not required.
- Experience with non-profit organizations and/or business improvement districts.
- Familiarity with the Berkeley and Telegraph Ave. community. Downtown Experience.

**Position, Compensation, and Benefits**

- Full time, at will
- Flexible schedules, partial work from home
- Salary range: \$50,000 to \$55,000 based on qualifications
- Health care & wireless plan reimbursement
- 3 weeks annual PTO plus holidays
- Professional development & training incentives

**To apply please send a resume, cover letter and three professional references to [alex@telegraphberkeley.org](mailto:alex@telegraphberkeley.org) by June 18, 2021.**