



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.

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 by June 18, 2021.