



Director of Marketing & Events

THE ORGANIZATION

The Union Square Business Improvement District DBA The Union Square Alliance (Alliance) 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 Alliance's future success. Funding for the Alliance comes from property tax assessments (\$6.3mil/year) over a 27-block area around Union Square in San Francisco as well as donations, sponsorships, and grants. The Alliance'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. The Alliance recently hired a new Executive Director and in early 2022 will be conducting a new strategic planning session. This position will participate actively in the building of that plan and ultimate execution.

Working together with the City of San Francisco (City), the Alliance 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.visitunionsquaresf.com>

POSITION DESCRIPTION

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



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 is helping develop a new website for the Union Square area 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 and other collateral, *Square Affairs*, and digital outlets including website and social media channels.

Press Management

Collaborating closely with the Executive Director (spokesperson for organization) the Director of Marketing and 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 and Events will also pro-actively seek to issue press releases about Union Square, its businesses, initiatives, and programs. She/he will also position the Alliance 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 fundraisers, member mixers, new member orientations, educational sessions, and other member exclusive events.

The Director of Marketing & Events also manages the execution of consumer events and public space activations including the Winter Walk/Holiday Market, Hallidie Plaza activations, Union Square Park activations and entertainment and alley activations (Maiden Lane). The Director of Marketing & Events will also manage Alliance 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, membership, take minutes and draft agendas and meeting scheduling and 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 and Events will also manage support staff including the Marketing Coordinator, Social Media 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 and 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. The position is a hybrid position but in person work is required.

This is an “at-will” position.

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 retail and/or retail economic development
- 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.
- 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

The compensation range for this full-time regular position is \$125,000-\$150,000 dependent on experience and qualifications. The Alliance 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 Alliance has a 401K plan and has an employee professional development allowance of up to \$2,000/year.

TO APPLY

To apply for this position, please email a cover letter and resume addressed to info@unionsquarebid.com **by December 3, 2021**. Please use the cover letter to explain your interest in this position and how you are uniquely qualified for the job.

The Union Square Alliance 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