

MEATPACKING DISTRICT

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Position Title: Digital Communications and Community Engagement Manager

Reporting To: Director of Marketing

ABOUT THE MEATPACKING DISTRICT MANAGEMENT ASSOCIATION

The Meatpacking District Management Association is a not-for-profit business improvement district (BID) in the lower west side of Manhattan. Its mission is to support the business community and promote the neighborhood as an appealing destination for locals and visitors. The BID runs robust marketing campaigns for the district and digital and in person programming throughout the year. It keeps the area clean, safe, and beautiful through the expert work of its clean-team and landscapers. In partnership with the City's Department of Transportation, the BID also manages and maintains the district's public spaces and Open Streets program, represents the area's business interests, produces events and manages marketing and public relations campaigns for the neighborhood.

POSITION SUMMARY

The Digital Communications and Community Engagement Manager oversees the Meatpacking District offline and online communities. The person will help shape the next iteration of the neighborhood experience, defining what it means to connect people to places through dynamic experiences. This involves engaging our ground floor and upper-level businesses, arranging neighborhood events, maintaining and updating a tenant database, as well as developing content for our digital communications channels. We are seeking a fresh perspective on how to engage neighborhood constituents, business owners, and office employees through the lens of a Post-Covid world.

In this role, you'll be a part of the marketing team and you'll also work with the data operations team members leveraging neighborhood data to identify visitor makeup and behavior, develop insights to inform communications strategy and content, and push out the district/brand narrative. Your creative eye and vision will direct the look and feel of all public-facing creative including digital assets, banners, printed maps, and other collateral. You'll also develop metrics to measure digital communication and event success.

WHO YOU ARE

Part ambassador. Part storyteller. Part entrepreneur. You'll build relationships with the Meatpacking community of businesses as well as build and manage our community of New Yorkers and Meatpacking enthusiasts.

You live and breathe culture. You know the latest technology, trends, and what's going on in NYC. You turn insights into action.

Elevated experiences are in your DNA as you'll curate neighborhood events and programs alongside our Programming Coordinator to engage the business community and visitors.

Interested in more? Read on.

RESPONSIBILITIES

Tenant Management

- Build and maintain relationships with all commercial tenants
- Manage outreach and onboarding businesses new to the BID, communicating the BID's mission, services, and resources to all tenants
- Develop communication materials for BID constituents
- Understand the needs of the commercial tenant-base and generate ideas to address these needs/issues
- Develop and manage tenant and member CRM database
- Be the first point of contact for tenant inquiries
- Coordinate, manage, and run quarterly community meetings (in-person and online when necessary), networkers, and workshops/seminars

Digital Communications and Analytics

- Develop content strategy and manage social media across platforms
- Work with external graphic designers for social-specific content and campaigns
- Produce bi-weekly newsletter
- Manage website, including regular content creation, posting, monitoring and maintenance
- Keep up-to-date on the latest digital trends, platforms, and tools to provide recommendations
- Provide monthly digital analytics reports and recommendations on website and social media performance

Brand Management

- Oversee design and production of Meatpacking District digital and print materials
- Manage social media and email-marketing platforms
- Manage "digital neighborhood," including monitoring and maintenance
- Work with Director of Marketing to create and curate digital content

General

- Oversee distribution of marketing materials
- Manage intern program - recruit, interview, schedule and supervise
- Manage and maintain tenant and distribution databases
- Attend relevant community board meetings on behalf of the BID

QUALIFICATIONS

- Bachelor's degree in Business, Marketing, Communications, or related field preferred, or a combination of education and job experience that provides the necessary skills and knowledge to satisfactorily perform the job
- Minimum of 2-3 years of experience with social media, digital marketing, and communications
- An entrepreneurial spirit
- Proven experience creating social content for a brand or brands
- Hands on experience in content management
- Knowledge of video and photo editing tools
- Ability to concept and deliver creative content (text, image and video)
- Strong knowledge of Google Analytics, and social media analytics tools
- Knowledge of content marketing channels

- Demonstrated ability to work collaboratively and meet deadlines
- Demonstrated communication, conflict management, and negotiation skills
- Excellent written, copywriting, and verbal communications skills
- Strong relationship building and management skills
- Passion for community building and New York City

The Digital Communication + Community Engagement Manager position has a salary range of \$55k-\$70k commensurate with applicable skills and demonstrated experience. Competitive benefits package includes medical, dental, vision insurance, and 401k, as well as generous paid time off.

The Meatpacking District Management Association's top priority is the health and safety of its employees. During the COVID-19 pandemic, all members of staff are required to be vaccinated and boosted as recommended. Potential hires must be able to provide proof of vaccination upon starting.

The position will begin as a hybrid of remote and in office work in at the BID's offices in Meatpacking.

To Apply:

Interested in the job? Candidates should send a cover letter and resume as one PDF attachment to: bid [at] meatpacking-district.com with "Job application" in the subject line. No phone calls, please.