



**Capitol Riverfront Business Improvement District (BID)
Employee Job Description
May 2022**

Job Title: Events & Marketing Manager

Reports To: VP Operations, Chief of Staff

Job Type: Full-time

Salary Range: \$60,000 – \$65,000 with generous benefits package including health, dental, and retirement match. This position may be eligible for overtime pay.

Job Location: 1100 New Jersey Avenue SE, Suite 1010, Washington, DC 20003

Work Hours: 40 hours/week with some hours for evening and weekend events, particularly during spring and summer

To Apply: Please submit a cover letter and resume in one PDF file to Bonnie Trein, Communications Director/Chief of Staff, via email at bonnie@capitolriverfront.org with the subject line “Events & Marketing Manager 2022” by Monday, May 23, 2022 at 5:00 pm.

To ensure your application is routed properly, you must follow the above instructions. No phone calls, please. Due to the volume of applications we receive, we are unable to respond to queries about application status and will only reach out to candidates we pursue further. References will be required at a later point in the process. Employment offer may be subject to credit and criminal background checks. The Capitol Riverfront BID is an Equal Opportunity Employer.

Job Description: The Capitol Riverfront Business Improvement District (BID) seeks an Events & Marketing Manager to program and market the Capitol Riverfront neighborhood including the planning and production of signature BID events, management of weekly communications, and collaboration with stakeholders and partners on community events. This position reports directly to the VP of Operations and closely collaborates with the marketing & communications team on a number of initiatives.

Responsibilities and Duties

The projects and tasks managed by the Events & Marketing Manager include but are not limited to the following:

- Plan, produce, and successfully execute all Capitol Riverfront BID community programs and events, from conception and budget to vendor logistics and day-of execution, with assistance from marketing & communications team. These events include but are not limited to Friday Night Concert Series,

outdoor fitness series and events, seasonal concerts, neighborhood runs, river-centric recreational events, holiday programming, and street activations.

- Conceptualize and create new ideas for neighborhood programming with stakeholders and partners to further enhance the community building goals and interests of the Capitol Riverfront BID.
- Coordinate event sponsorship development, with assistance from VP of operations, including collateral, outreach, recruitment, onboarding, tracking, and invoicing.
- Produce events-related graphics and promotional materials for digital platforms, collateral, and signage.
- Field inquiries for park events, meet with VP of operations about approval, and communicate with interested parties leading up to event. Current types of parks events are limited to (1) weekend morning, rules-of-the-road 5K charitable walks; (2) pop-up brand activations; (3) scheduled and approved morning and mid-day group fitness classes coordinated through park staff; and (4) scheduled and approved pop-ups and programs coordinated through the Capitol Riverfront BID.
- Process event invoices and revenue payments alongside VP of operations and BID accountant.
- Respond to events and parks related inquiries from neighborhood retailers and the general public in a timely manner.
- Manage weekly internal events roundup digital communications to retailers and property managers.
- Produce and oversee content for weekly Front Page News e-blast.
- Assist in recruitment of a strong volunteer network for various seasonal projects and events.

Credentials & Experience

- Bachelor's degree in marketing, business administration, events management, similar degree or additional relevant experience.
- Required: 1-3 years of related work experience in brand-based events, marketing, and/or destination attraction.
- Sponsorship development and fundraising experience desirable.

Qualifications:

- Must have excellent verbal communication skills, as well as strong editorial and creative writing capabilities.
- Must possess strong interpersonal and event-planning skills to delegate tasks and complete a diverse array of projects in a fast-paced, team-oriented environment.
- Must be able to work quickly and efficiently to problem solve and provide exceptional customer service.
- Must have the ability to meet deadlines and multi-task a variety of events and schedules.
- Must be highly organized, detail-oriented, and resourceful with a commitment to open and direct communication.
- Graphic design, Adobe Illustrator, and Canva experience a plus.
- Proven proficiency with Microsoft Word and Excel. Familiarity with photo editing software, design software and social media platforms strongly preferred.
- Job will require some evening and weekend hours, and is a non-exempt position eligible for overtime with prior approval.
- Proven proficiency with Microsoft Word and Excel. Familiarity with photo editing software, design software, Eventbrite platform, and social media platforms strongly preferred.

About the BID: The Capitol Riverfront BID is a 501©(6) nonprofit organization in Washington, DC that provides place management services to assist in creating a neighborhood that is clean, safe, accessible, unique, friendly, and vibrant. The BID actively collaborates and forms partnerships to achieve the vision for the 500-acre Capitol Riverfront neighborhood, and supports the development of the neighborhood as a new downtown along the Anacostia River in Washington, DC. In support of this mission, the BID provided the following services: clean teams and hospitality ambassadors; economic development and business attraction; transportation analysis and advocacy; marketing, branding, and public relations initiatives; community-building events like concerts, movies, and other signature programming; park maintenance and other public realm improvements; and real estate market research and analysis. More information is available at www.capitolriverfront.org.

About the Neighborhood: The Capitol Riverfront neighborhood is home to two professional sports stadiums— Nationals Park and Audi Field, the US DOT headquarters office building, 10 acres of new city parks including the award-winning Yards Park and Canal Park, over 26 million SF of new development, 42,000 employees, and 17,000 residents. At build-out the neighborhood will achieve over 37.5 million SF of new, mixed-use, high density development. Capitol Riverfront is located on Metro’s Green Line and is served by the Navy Yard/Ballpark Metro station.