



Vice President of Marketing & Partnerships

Background

The Hollywood Partnership (HP) is a private, not-for-profit 501(c)(6) organization, and includes a 501(c)(3) organization, Hollywood Partnership Ventures. The HP's mission is to enhance the appeal, vitality, and well-being of the Hollywood community from the ground up. To achieve this mission, the HP deploys programs, activities, grants, and contracts with the aim of promoting community revitalization efforts, quality of life, streetscape improvements, public safety, tourism, economic development, and advocacy initiatives intended to benefit the Hollywood community. The HP was formed in 1996 and manages the Hollywood Entertainment District (HED), one of the first Business Improvement Districts (BIDs) in the state of California. The District stretches along the world-famous Walk of Fame and spans historic Hollywood Boulevard, from the La Brea Avenue Gateway to the Hollywood 101 Freeway. Many of Hollywood's most famous landmarks are in the HED – the epicenter of the entertainment capital of the world and birthplace of the movie industry.

Job Description

This exempt position reports to the President & CEO of The Hollywood Partnership. The role serves as the primary steward of the Hollywood Partnership brand identity and strives to enhance the organization's relevance and professional reputation; develops and executes strategic communication plans to support projects, programs and initiatives of the organization, overseeing the development of related content and creative assets; establishes relationships and routine communication with district businesses and other stakeholders, creating opportunities for community engagement; and develops strategic partnerships in pursuit of the organization's objectives.

Essential Tasks and Responsibilities

Develop and execute strategic communication plans for projects, programs and initiatives of the organization(s)

Steward and enhance the brand identity and professional reputation of the organization(s)

Oversee staff and vendors engaged in the creation of content for public relations, social media, marketing and advertising, email newsletters, websites and other communication channels

Oversee creative development of publications, reports, pitch decks, project look books, signage and other communication tools

Develop strategic partnerships to support projects, programs and initiatives to pursue strategic objectives of the organization(s)

Foster community and stakeholder engagement in projects, programs and initiatives of the organization(s)

Form and convene regular meetings of affinity groups of like-minded district stakeholders (e.g. residential property managers, restaurant operators, venue operators, tourism attractions, commercial real estate brokers, etc.)

Develop relationships with and serve as primary liaison to district businesses

Support development and implementation of placemaking plans to ensure an engaging and economically viable public and private realm within the district

Maintain a competent and effective staff, providing training, project direction, feedback, and corrective and/or disciplinary action as needed

Complete special projects and other duties as assigned

Position Specifications

Ideal candidates will have completed a Bachelor's degree and at least 8 years of relevant work experience or a Master's degree and at least 5 years of relevant work experience. Degrees in communication, marketing, public affairs, business administration, and other related fields are preferred.

Excellent written and verbal communication skills are required.

Compensation

Commensurate with experience and qualifications plus excellent benefits package.

Position Environment

Hollywood is a high energy, culturally diverse area and the HP is a fast-paced, deadline-driven environment. The individual will interface with business and property owners, residents, community members, government staff, vendors, and professional

service providers. The HP is an equal opportunity employer and is committed to complying with State and Federal laws including fair employment practice laws, which provide equal opportunity in employment to all persons regardless of race, color, national origin, sex, age, religion, veteran status, or disability.

To Apply

To apply for this position, please send a detailed resume and cover letter to Lorin Lappin, Business & Finance Manger Lorin@hollywoodbid.org. Please no phone calls or walk-ins. Position open until filled.