



## JOB DESCRIPTION

**POSITION TITLE:** Director of Placemaking and Events

**REPORTS TO:** SVP Marketing and Communications

**DEPARTMENT(S):** Marketing & Operations

### **POSITION SUMMARY:**

The Downtown Center Business Improvement District (DCBID), a 501(c)(6) organization with 12 employees and a \$8 million budget, provides clean, safe, homeless outreach, marketing, and economic development services to the central business district of Downtown Los Angeles (DTLA).

The DCBID is concluding a strategic planning process that centers on placemaking as an essential strategy for revitalization. This new role was created to implement strategies around placemaking and events. Reporting to the SVP of Marketing and Communications, this position will lead placemaking efforts and build upon DCBID's events with the goal of making DTLA the place for a range of beautiful, dynamic public spaces that surprise and delight with art, lighting, technology, and activations.

We are looking for someone who has direct experience leading and producing placemaking projects, events and/or art installations that adds to the vibe of downtown in an authentic way.

### **RESPONSIBILITIES:**

#### Placemaking

- Using DTLA Re.Imagined placemaking study as a foundation, set up a task force to strategically prioritize and implement placemaking opportunities at key blocks, public spaces, corridors, and alleys to support and activate surrounding businesses and residential areas and to address trouble spots, which may include:
  - Developing a targeted “pop-up” activation strategy to keep hot spots clean and safe.
  - Activating privately owned public spaces (POPS), public open spaces, and other outdoor sites with programming that celebrates the diversity of LA’s many communities, its food and its art.
  - Partnering with Operations team to assess lighting needs and oversee resulting implementation of street lighting and lighting displays.
  - Developing and managing greening and street tree programs.
  - Developing and implementing art initiatives that may include electrical boxes, utility doors, and temporary or permanent art installations.
- As needed, lead project visioning process for DCBID and partner agencies through research and data analysis such as demographics, site feasibility, traffic, funding availability, and define metrics for success.
- Identify and develop community partners interested in placemaking and beautification project collaboration and investment.
- Secure funding and sponsorships for placemaking, events, and activations.
- Assist with placemaking-related policy and advocacy efforts.

## **Events**

- Produce DCBID's signature events including DTLA Dog Days, DTLA Halloween Festival for Kids, and the Annual Property Owners Meeting.
- Produce office worker activation events as part of the office worker engagement strategy.
- Lead, plan, organize, support, and execute all aspects of events including timeline, permits, vendor management, collaborating with clean and safe team, managing the Guides, design elements, promotional plan for attendance, budget and day-of leadership.
- Oversee and manage supporting event logistics to include, but not limited to, creation of event materials, collaborating and identifying appropriate guests and RSVP lists, parking and security issues, selecting caterers and menus, décor, onsite production, negotiating and finalizing contracts with vendors.
- Partner with community groups to bring new events, performances, and festivals celebrating LA's culture and diversity to Downtown.

## **Overarching Responsibilities**

- Establish and nurture relationships with and between property owners and managers, businesses, community organizations, artists, designers, event partners, and other stakeholders with the goal of co-creating and managing placemaking, activations, and events throughout the district.
- Leverage partnerships to develop unique, high-impact activations across downtown to appeal to stakeholders including residents, employees, and visitors.
- Partner with the Operations team in all phases of the planning process to assess locations and ensure maintenance, safety and security are taken into consideration.
- Monitor, track, and measure the effectiveness of placemaking activities and events through appropriate metrics and analytics, including analyzing and formatting data for presentation to executive audiences.
- Build relationships with and coordinate with various City of LA departments on implementing projects, serving as the primary liaison on placemaking projects. Be knowledgeable and compliant with City of LA and LA County permitting requirements and ordinances.
- Develop and manage budget for projects and events ensuring budgets are executed within pre-approved budget limits; review, track and reconcile expenses.
- Manage marketing department expenditures: review, approve, code, and track expenditures against program and department budgets, providing variance explanations; reconcile department credit card expense statements, process invoices and check requests.
- Work with Art Director to create promotional and event/project materials, including newsletters, invitations, web pages, social media posts, videos, and signage.
- Maintain supply and inventory of materials.

Employee may or may not be required to perform all functions listed above. Additional duties may be assigned, and functions may be modified, according to business necessity.

## **POSITION REQUIREMENTS:**

### Qualifications:

- Bachelor's degree in Urban Planning, Urban Design, Arts, or similar fields preferred.
- Must have direct experience conceiving of and implementing physical placemaking projects such as lighting installations, art installations, or greening projects in the public realm.
- 3 to 5 years experience in place management, event management, non-profit management, or related field preferred.

- Previous experience with Business Improvement Districts, municipalities, or similar organizations.
- Knowledge of City of Los Angeles permitting and ordinances is a plus.
- Able to occasionally work a flexible schedule (before or after normal business hours or on a weekend).

**Knowledge, Skills, and Abilities:**

- Excellent English verbal and written communication
- Excellent internal and external interpersonal skills
- Ability to work with and foster collaborative partnerships in the public and private sectors
- Contract management experience
- Project management experience
- Strong administrative, organizational, planning, and follow-up skills
- Knowledge of and experience with relevant software applications – spreadsheets, word processing, databases; above-average ability to utilize MS Office Suite programs
- Reliable, with a strong attention to detail
- Ability to maintain confidentiality
- Friendly, composed, confident, creative
- Supportive office team member
- Ability to meet deadlines in a fast-paced environment
- Ability to handle multiple tasks concurrently

**COMPENSATION / BENEFITS:**

DCBID offers a competitive benefits package. Compensation is commensurate with experience. The DCBID is an Equal Opportunity Employer. For further information about the DCBID, please visit our website at [www.downtownla.com](http://www.downtownla.com).

**WORKING CONDITIONS WILL INCLUDE:**

- Office environment; a desk with prolonged sitting, telephone handling; conversing with others
- Fieldwork: extended walking, interacting with public and business owners; lifting objects up to 25 lbs
- Driving: Ability to legally operate a motor vehicle in the State of CA
- Working independently, or with a partner, subordinate, or as a team member
- Use of computer, telephone, printer, copiers, cameras, GPS technology, other office machines
- Use of other equipment and perform other duties and assignments as assigned/directed

**TO APPLY:**

Please send a cover letter highlighting a placemaking project you were involved with. Include a link to the project (website, social media post, news article, etc.) and your role in the project. Cover letter and resume can be emailed to Bree von Faith, [bvonfaith@downtownla.com](mailto:bvonfaith@downtownla.com). Please note that candidates advancing past the first interview will be asked to share a portfolio of placemaking projects and events.

This position outline is a general guide to the responsibilities of the Director of Placemaking and Events. This document *does not* create an employment contract and/or agreement, implied or otherwise. This position is a salaried, *exempt*, AT-WILL position. Duties and responsibilities are subject to modification from time to time, with or without prior notice. In order to perform the necessary duties and responsibilities of this position, the selected person must possess the skills, aptitude and abilities to perform all of the listed duties and responsibilities proficiently.