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DowntownLynchburg.com

DIRECTOR OF EVENTS & PLACEMAKING

Downtown Lynchburg Association (DLA) is an exciting and dynamic nonprofit organization committed to the revitalization and promotion of downtown Lynchburg, VA. We work tirelessly to create a thriving, welcoming, and exciting downtown environment that attracts residents and visitors alike. Through marketing initiatives, public space improvements, business engagement programs, cultural events, and more, DLA works to revitalize Downtown Lynchburg for the benefit of the entire community.

Downtown Lynchburg Association is seeking an enthusiastic and dedicated Director of Events and Placemaking who radiates enthusiasm and unwavering dedication. Our aim is to transform downtown Lynchburg into a hub of vibrancy, and we're seeking a compassionate professional who is not only a creative mastermind but also a meticulous organizer. Above all, we're looking for someone who shares our deep love for our city center and wants to be a part of its growth and vibrancy.

This is a full-time position, answering to the DLA Executive Director. The position offers PTO and flexible work schedule.

Salary: \$50,000 - \$60,000

KEY RESPONSIBILITIES:

Event Planning and Execution

- Plan and execute the Downtown Lynchburg Loft Tour, Movies in the Park, Fireworks on the Riverfront, and Bright Nights on the Bluffwalk.
- Conceptualize, plan, and execute new events for the Downtown Lynchburg Community
- Coordinate all logistical aspects of events, including securing venues, vendors, permits, and entertainment.
- Ensure events are well-promoted, attract a diverse audience, and run smoothly.

Development of Placemaking

- Develop strategies to activate underutilized public spaces and make them more inviting and functional for the community.
- Implement sustainable design and maintenance practices to ensure that public spaces are environmentally responsible and contribute to a healthier community.
- Organize events, enhance underutilized spaces, and promote sustainability.
- Work closely with city officials, community organizations, and various stakeholders to align placemaking efforts with broader city goals and initiatives.

- Measure the impact of placemaking initiatives, make data-driven decisions, and advocate for supportive policies and investments.

Community Engagement:

- Collaborate with local businesses, residents, and stakeholders to ensure their input and involvement in downtown initiatives.
- Build and maintain strong relationships with community partners, and sponsors.
- Recruit, train, supervise, and retain event and program staff and volunteers.

Budget Management:

- Develop and manage budgets for events and programs, ensuring fiscal responsibility and sustainability.
- Assist in securing funding and sponsorships to support events and initiatives.

Data Analysis and Reporting:

- Collect and analyze data to assess the impact of events and programs. Prepare regular reports for the Executive Director and the Board of Directors.

Customer Service and Administration:

- Be the first point of contact for members of the public.
- Assist with office management duties including supply ordering and management, office organization, etc.

Qualifications:

- Bachelor's degree in a related field (e.g., Event Management, Marketing, Business, Nonprofit Management).
- Minimum of 3-5 years of relevant experience in event planning and program development.
- Exceptional organizational and project management skills.
- Strong communication, interpersonal, and negotiation abilities.
- Creativity, with an eye for innovative event concepts.
- Financial acumen and budget management experience.
- Proficiency in Microsoft Office and event management software.
- A deep understanding of downtown Lynchburg's community and culture is a plus.

HOW TO APPLY

Submit resume, cover letter, and references to **Ashley Kershner at ashley@downtownlynchburg.com**. Questions about the position can also be directed to ashley@downtownlynchburg.com.