



Events & Activations Associate

The National Landing Business Improvement District (BID) is seeking a creative and energetic individual to serve as the organization's **Events & Activations Associate**.

The Events Associate is a key member of the Events Team working collaboratively to evolve, transform, and refine the events and activations calendar in one of the fastest growing urban districts in the region. The ideal candidate is a self-starter and innovative thinker, has unmatched attention to detail and project management skills, and experience in the live events industry.

The Events Associate thrives in a fast-paced, strategic, and collaborative environment. This person should be a highly motivated and organized individual who can manage simultaneous projects, programs, and deliverables, efficiently and effectively. This person will report directly to the Director of Events & Activations.

Primary Job Responsibilities

- **Events Strategy & Execution:** Contribute to the creation of a holistic, yearly events and activations plan consisting of over 100 events and manage event and activation-related activities. Ensure events plan aims to build community, activate public space, and strengthen the identity of National Landing. Support all event planning and production meetings and discussions with the development of agendas, event timelines, briefing documents, and tracking/reporting mechanisms. Support B2C and B2B event production across all program areas including economic development and transportation. Deliver onsite events oversight and fulfill various roles for day-of execution including production and registration support. Assist in determining and measuring the long and short-term goals and outcomes for all events.
- **Project Management & Permitting:** Support project management and administrative tasks for events such as: content and logistical deadlines, payment tracking, insurance coverage, licensing and use agreements; contracts; sanitation; permitting; safety planning and emergency preparedness; road closures; and property owner coordination.
- **Sponsorships & Partnerships:** Participate in developing fundraising strategies for signature programming and partnerships. Assist with delivery and tracking of sponsor benefits. Contribute to the creation of event recap reports.
- **Marketing Coordination:** Work closely with Marketing & Communications Department on event communications, event registration and invitations, graphic design and signage, sponsor and partner benefits and reporting.
- **Relationships:** Respond to community inquiries about events. Develop and maintain excellent relationships with vendors, artists, county partners, community groups, sponsors, and other providers and ensure that all event contracts and contacts are maintained and updated in CRM database.
- **Ideas Generation:** Research new and on trend programming and partners to deliver exceptional experiences. Stay abreast of trends in event planning, event analytics and public realm activation.

- **Impact/Assessment:** Support systematic review and evaluation of events and activations using data and analytics to judge effectiveness.
- **Activations/Placemaking:** Work with Planning & Development team to assist with implementation of creative placemaking strategy and opportunities for future projects related to the temporary activation of the public realm.
- Other duties as assigned.

Required Skills/Qualifications

- Bachelor's degree, plus at least two years of relevant experience in a relevant field
- Prior experience with arts and cultural events, sponsorships, and partnerships is preferred
- Familiarity with BIDs, chambers of commerce or real estate industry a plus
- Strong interpersonal and communication skills and interest in interacting with community members and stakeholders
- Passion for placemaking, urban planning, architecture, beautification and public space preferred
- Enthusiastic about events and activations, with a proven ability to work collaboratively and deliver great experiences
- Ability to prioritize and balance multiple tasks and priorities, meet deadlines and work under pressure in a busy office with a lot of inbound requests and opportunities
- Positive attitude and high energy with the ability to adapt to the dynamics of event planning and event management
- Professional, service-oriented team player
- Outstanding communication and negotiation skills
- Clear concise written and verbal communication skills
- Proficiency in Microsoft Office and event management and/or site planning software such as Adobe Create Suite
- A valid driver's license is required for purposes of operating company motorized vehicle (owning a car not required)
- Flexibility to work evenings and weekends as needed

The National Landing BID offers competitive salaries, excellent benefits, and a convenient Metro accessible location. The BID is an Equal Opportunity Employer. The BID celebrates diversity and is committed to cultivating a highly talented workforce and providing a welcoming, inclusive, collaborative, and fun work environment, where work-life balance is valued for every employee. Creativity and entrepreneurial spirit are encouraged within the BID's fast-paced and talented team.

We look forward to hearing from you!

To apply, please provide cover letter and resume to careers@nationallanding.org with a subject line of "Events and Activations Associate."

About the National Landing Business Improvement District

The National Landing BID a non-profit, public-private partnership that serves as the place management organization for the National Landing neighborhoods of Crystal City, Pentagon City, and Potomac Yard. We're storytellers, placemakers, idea champions, and community builders. We bring people together through placemaking, public art, transportation, economic development, events, marketing, and promotion.

Already Virginia's largest walkable downtown, National Landing is in the midst of an exciting renaissance driven by billions of dollars in public and private investment that will deliver new and enhanced housing, offices, parks, transportation and infrastructure in the coming years.

Our mission, vision, and values

Mission: To serve as champions for the National Landing neighborhoods of Crystal City, Pentagon City, and Potomac Yard

Vision: National Landing will redefine downtown as a dynamic, mixed-use, urban center with vibrant streets, playful programming, next generation mobility, world-class parks, and human-scaled design. Our future is sustainable and innovative, with a strong economy and inclusive community.

Values: Collaborative, creative, design-forward, fun, inclusive, innovative, people-centered, sustainable