

HY/HK Alliance - Planning and Marketing Associate - **2014** job description

Position Title: Planning and Marketing Associate

Reporting To: Executive Director

Basic Function:

The Planning and Marketing Associate is responsible for managing and implementing programs and initiatives. The focus areas will be: planning, marketing and communications, programming, sponsorships, and special projects.

The Planning and Marketing Associate will also assist the Executive Director with general office and organizational management as well as oversight of budget, and other projects and programs as necessary.

Work Performed:

- Under the direction of the Executive Director, manage and implement initiatives, such as streetscape and beautification initiatives, coordination of filming/events/special requests, subconcessions, and additional programming.
- Assist with the implementation and management of marketing initiatives including the BID website, monthly electronic newsletter, and special announcements/invitations.
- Gather economic data and information on commercial, retail, and residential markets for the purposes of publishing reports and data to highlight the district and specific trends.
- Assist in the management of BID programming and events including the Annual Meeting, HY/HK Alliance Partnerships, holiday programming, and other initiatives aimed at promoting the district, assisting businesses, and fostering a sense of community among BID members.
- Help coordinate and implement the annual sponsorship program and additional fundraising efforts to increase support for BID programs and initiatives.
- Prepare oral, written and graphic presentations and reports related to the BID's work and the district at large, including presentations for the BID Board of Directors and BID members.
- Manage contracts and contractors in accordance with the Public Improvement Program.
- Help maintain filing systems and BID master contact/electronic contact lists, prepare documents and meeting minutes, schedule meetings,

perform database management and office support including coordination and communication with committee members, preparation of agendas and meeting materials, etc.

- Help manage all aspects of office administration, including ordering and maintaining office supplies and equipment and IT needs.

Preferred Education, Experience and Certifications:

- Bachelor's Degree or 5+ years relevant experience required; master's degree in public administration, public policy, communications preferred.

Qualifications:

- Must be capable of collaborating as a productive and thoughtful member of a team, while also being able to implement certain responsibilities in a largely independent manner.
- Must have the ability to handle a myriad of tasks, large and small, as required of a small organization.
- Must be highly organized.
- Knowledge of online marketing tools, familiarity with WordPress, etc., and mapping skills.
- Knowledge of Microsoft Office suite preferred.

To Apply:

Please submit your cover letter, and resume to info@hyhkalliance.org. Weekly hours: 35. Salary: \$45,000. Health benefits included. Only those whose applications are being considered will be contacted.

Hudson Yard/Hell's Kitchen Alliance is an equal opportunity employer and considers applicants for all positions without regard to race, color, religion, creed, gender, national origin, age, disability, marital or veteran status, sexual orientation, or any other legally protected status.