

## **Marketing and Programming Director**

The Hudson Yards Hell's Kitchen Alliance Business Improvement District (HYHK) is a not-for profit organization dedicated to enhancing the quality of life of the diverse population who lives, works and visits the HYHK district. HYHK provides streetscape improvements, supplemental sanitation services, horticulture and beautification projects, and technical and professional services for small businesses. Unlike most other BIDs, HYHK has complete maintenance and operations responsibilities for Bella Abzug Park, a 2-acre public space located between West 33rd and West 37th Streets, mid-block between 10th and 11th Avenues.

Under the direction of the President and Vice-President of Operations, the main responsibilities of the Marketing and Programming Director will be spearheading our Park programming and district marketing. HYHK is searching for a Marketing and Programming Director to help develop, manage and implement programs and initiatives. The Director will focus on marketing and communications (print and digital) of HYHK's projects and events, special programming in the park and district, sponsorships and fundraising.

### *Responsibilities will include:*

- Direct the BID's public programming and special events in the park and district including documentation and social media marketing for audience development.
- Direct the BID's public art program, including murals and sculpture installations in collaboration with public art consultant and develop partnerships with programming and marketing partners
- Develop, implement and manage including social media, the BID website, electronic newsletters, and special announcements/invitations.
- Prepare annual report and other collateral materials such as neighborhood guides
- Direct the BID's business outreach program by identifying and contacting new businesses in the district.
- Oversee outsourced banner programs.
- Oversee BID-produced park signage and implementation.
- Prepare oral, written and graphic presentations and reports related to the BID's work and the district at large, including presentations for the BID Directors and art advisory committee.
- Oversee office interns, as needed
- Oversee and convene meetings of the Art Advisory Committee in collaboration with public art consultant to create an annual calendar of programming.
- Coordinate volunteer projects with local stakeholders.

- Develop wayfinding for Bella Abzug Park.
- Launch and manage fundraising opportunities, such as a park gala and annual public art installation.
- Promote and market Bella Abzug Park as a location for corporate/private events.
- Manage and develop storefront improvement programs.
- Assist with the proposed expansion of the BID boundaries.
- Assist in collecting data and insights from park visitors and residents to help improve programming and outreach.
- Assist in the preparation and planning of regular meetings, committee meetings, and annual meeting.

*Experience and Qualifications:*

- Bachelor's Degree required, preferably in marketing, communications, public relations, public policy, or related field.
- Minimum 3 years of experience working in one or more of the following areas: communications, social media, digital marketing, graphic design, urban planning.
- Experience in social media content creation and management.
- Experience with community outreach and fundraising.
- Excellent writing skills.
- Ability to multi-task and communicate effectively with different levels of the organization.
- Must be detail-oriented and deadline driven, with strong organizational and time management skills.
- Proficiency in Adobe Creative Suite, Google Drive, MailChimp, etc.
- Familiarity with web and graphic design a plus

The ideal candidate will have an interest in communications, neighborhood improvement, and marketing, and possess a “can-do” attitude. They must be able to work well with others, multi-task, and work independently at times. Must be creative, reliable, motivated, and detail oriented, with the ability to be a team player and a self-starter. Must have the ability to handle a myriad of tasks, large and small, as required of a small organization, and be highly organized.

The preferred candidate will have completed a BA in communications, public relations, graphic design, marketing, or related. They will be expected to be confident in managing social media and events onsite with limited supervision.

The tentative start date for this job is early 2024. The salary for this role is \$85,000-105,000 (commensurate with experience), plus benefits.

If you are interested, please send a CV, cover letter, and link to portfolio (if available) to [info@hyhkalliance.org](mailto:info@hyhkalliance.org) with 'Marketing and Programming Director' in the subject line. In your cover letter, please explain what past roles or experiences have prepared you for this job's requirements. Only those whose applications are being considered will be contacted.

HYHK is an equal opportunity employer committed to a policy of equal treatment and opportunity in every aspect of its hiring process without regard to race, color, creed, religion, sexual orientation, partnership status, gender and/or gender identity or expression, marital, parental or familial status, national origin, ethnicity, veteran or military status, age, disability, or any other legally protected basis. Racial and ethnic minorities are encouraged to apply for vacant positions at all levels.