



JOB DESCRIPTION

FULL TIME POSITION:

Marketing & Events Program Manager, East Village Association, Inc. (EVA)

Association Description:

East Village Association, Inc. (EVA) is a 501(c)3 non-profit Business Improvement District (BID), representing San Diego's largest downtown neighborhood of 130 blocks between Seventh Avenue and 17th Street. Currently an arts and light industrial neighborhood in transition, East Village is expected to EVolve over the next decade to a mix-use community of more than 800+ businesses, and a tripling to nearly 45,000 residents. EVA's mission is to support and promote neighborhood businesses and residents by establishing the community as San Diego's livable urban village where people and the entrepreneurial spirit thrive through the distinct mix of arts, culture, education, and entertainment.

San Diego's BIDs are City-designated geographic-based areas where the business owners are assessed annually to fund activities and improvements to promote their individual business districts. The City of San Diego supports BIDs as a tool for strengthening the small business community, creating new jobs, attracting new businesses, and revitalizing commercial neighborhoods across the City.

Job Description:

The East Village Association (EVA) is seeking a **Marketing & Events Program Manager** who will be responsible for working with the Executive Director to assist with the development and implementation of programs and services that enhance and promote the East Village business and residential community. The Marketing & Events Program Manger will assist with managing, creating, and executing of monthly EVA events, managing social media strategies to include website updating and association exposure, perform and improve current membership outreach and sponsorship/fundraising services, and assist in the day-to-day office duties to include: understanding EVA governance and policy positions, answering phones, filing, mailings, and running errands.

Essential Functions and Responsibilities:

- Support the Executive Director and Board in all aspects of managing EVA event programming to include event contract management, lead event support for day of events, social media development, and the formation and capacity building of inaugural event launch(s) and fundraising/sponsorship opportunities;
- Ensure that EVA members (small business owners, property owners, developers, retail, commercial, and residential tenants) are aware of the programs and services provided by the organization;
- Co-author and edit public materials to include: East Village awareness tools, monthly newspaper submissions, marketing collateral, social media, reporting requirements (i.e. monthly reporting, annual report, board elections, etc.), and public presentation support;
- Assist in the development of new informational and programming collateral;
- Design and coordinate EVA-focused capacity building programs that include special event management, organizational enhancement, and daily operations for EVA Membership, East Village stakeholders, and EVA Board Representatives and Committee Members;
- Serve as a resource for EVA membership on City of San Diego and County of San Diego business tools;
- Facilitate conversations with EVA membership, stakeholders, and governing agencies (upon direction) on a range of complex issues and projects that impact the East Village neighborhood; and
- Serve as a representative of EVA with association affiliates based on project requirements.



Preferred Skills:

- Strong organizational, project management, and leadership skills;
- Experience in planning, implementing and managing projects, and/or special events;
- Ability to organize and drive projects to timely completion;
- Excellent Project Management Software, MS Word, MS Excel, MS PowerPoint, WordPress, MailChimp, email blast, Instagram, and Facebook skills is a must;
- Excellent social media skills;
- Dynamic work ethic that can shift based on developing project prioritization(s);
- Ability to work independently;
- Strong attention to detail to include editing of material, and a desire to improve the effectiveness and quality of services delivered to the East Village;
- Ability to actively listen and synthesize different viewpoints [Board, membership] into a shared vision;
- Ability to communicate with a diverse array of constituents;
- Strong interpersonal skills;
- Strong presentation, writing and communication skills;
- Strong analytic, problem-solving and creative thinking abilities.

Desired Qualifications:

- A degree or post-graduate degree from an accredited Marketing / Events Management / or Program Manager program;
- Working knowledge of the East Village Community;
- Experience working in community-centered activities;
- Working knowledge of event management and permitting;
- Demonstration of fundraising / and budgeting management for special events;
- Curiosity in advancing EVA membership / community partnership programming opportunities;
- Reliable capability to get to the East Village, and additional off-site locations as needed; and to transport marketing materials, and program management and event materials as needed;
- Working knowledge of EVA governance as contractually required; and
- Enthusiasm to maintain a friendly and outgoing personality.

Disclaimer:

The above job description is meant to describe the expected general nature and level of work required; it is not an exhaustive list of all responsibilities, duties and skills required for the position. Employees will be required to follow any other job-related instruction and to perform other job-related duties as requested in compliance with Federal and State Laws.

All job requirements are subject to modification in order to reasonably accommodate individuals with disabilities. Some requirements may exclude individuals who pose a direct threat or significant risk to the health and safety of themselves or other employees.

Requirements are representative of the minimum level of knowledge, skills and/or abilities required. To perform this job successfully, the employee must possess the abilities or aptitudes to perform each duty proficiently. Employment is on an "at-will" basis.

Non-Exempt Full-Time.

How to apply:

To apply for this position, please submit cover letter, resume and a list of 3 references with the following subject line: East Village Marketing & Events Program Manager to director@eastvillagesandiego.com. No phone calls please.

Closing Application Date: Friday, May 17, 2019.