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## **JOB ANNOUNCEMENT: MARKETING COORDINATOR GEORGETOWN BUSINESS IMPROVEMENT DISTRICT JULY 2017**

### **PURPOSE & POSITION DESCRIPTION**

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The Georgetown BID is the commercial district's "placemaker-in-chief," working on creating and sustaining a world-class destination for visitors and businesses alike. Through a comprehensive Marketing, Communications, and Events program, the BID promotes Georgetown as a premier, internationally known neighborhood, and strives to convey and enliven Georgetown's sense of place. The purpose of the Marketing Coordinator position is to assist in designing and executing marketing and promotional programs, and will work specifically on: online/digital marketing including website management, email marketing and social media; public relations, advertising and collateral coordination; and BID events and promotions. This role provides overall support to the Marketing, Communications & Events team, and may also support other BID program marketing needs in Economic Development, Transportation, and Street Services. The Georgetown BID is looking for a bright, creative, energetic, self-motivated and professional candidate who is a team player, poised, and a friendly communicator. They should have strong writing, research, and organizational skills, and be willing to "roll-up their sleeves" to a project's completion. Graphic design skills are also very desirable.

### **RESPONSIBILITIES**

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#### **Marketing**

- Assist with development and production of BID marketing materials, including advertising, BID collateral pieces (annual Georgetown Guide + Map) and other special brand marketing projects.
- Assist with coordination of quarterly BID member meetings including the BID's Annual Meeting, and other ad hoc member meetings throughout the year.
- Work on special projects in tourism marketing, including opportunities with Destination DC and other destination marketing networks.
- Work on special projects in marketing Georgetown's office space and retaining current office tenants, along with the Economic Development Director.
- Maintain and develop BID member contact management database, Salesforce; work on integrating GBID website and email marketing platform with Salesforce in 2018.
- Manage Georgetown BID 'tactical urbanism' projects such as the "ParasolShare" program.
- Research projects – including best practices for events, commercial districts, and cities.
- Manage and maintain quarterly metrics and marketing dashboard across channels.
- Manage and maintain marketing imagery database.

#### **Communications**

- Public Relations: Curate and update targeted press lists through media database, and assist in drafting pitches and press releases when needed.
- Social Media: Assist in curation of social media content for platforms including Instagram, Facebook, and Twitter, including photo and video.
- Website: Update/create key areas of website content, including individual merchant pages, approve and edit merchant event submissions and new member registrations, draft promotional ad-hoc pages as assigned, and conduct basic website onboarding for new members.
- Email Marketing: Draft BID member updates through Mailchimp.



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### Events

- Assist Events Director in executing overall workplan for BID events, including Bike to Work Day (May), Georgetown French Market (April), Annual Meeting (June), weekly Sunset Fitness (June – August), Sunset Cinema (weekly; 5-week series in July and August), and initial preparations for upcoming fall and holiday programming.
- Contact and follow up with BID merchants on their participation in BID events, including emails, phone calls, and in-person store visits.
- Distribute promotional materials to event participating merchants.
- Assist in recruiting and management of event volunteers.
- Assist in maintaining event sponsorship database and sourcing new sponsors.
- Manage sponsors and their needs, including documenting and creating proof-of-performance reports.
- Update event pages on website.
- Work at BID events in assigned role(s).

### REPORTING RELATIONSHIPS

The position reports directly to the BID's Vice President & Marketing Director, with a dotted line to the Events Director and Communications Director.

### QUALIFICATIONS

- Bachelor's degree in Marketing, Communications, Business or related field.
- One to three years of related experience in marketing, communications and events.
- A strategic thinker and planner – ability to anticipate, analyze and think through issues, problems and generate new ideas; strive for innovation.
- Ability to read, write, and verbally communicate effectively and professionally with other colleagues, merchants, visitors to Georgetown, press, and vendors. Ability to diplomatically deal with difficult situations and people while exhibiting a consistent level of professionalism.
- Ability to successfully manage multiple projects simultaneously.
- Strives for quality and excellence; has a sense of urgency and is highly productive.
- Computer proficiency in Microsoft Office Suite and social media (Facebook, Twitter, and Instagram); experience with Salesforce a plus.
- Interest/strength in photography a plus.
- Proficiency in design tools including Photoshop, InDesign and/or Illustrator a plus.
- Proficiency in website building platforms such as Squarespace a plus.
- Full-time position and must be available to work some late evenings and weekends, as needed, for events.

### TO APPLY

Submit a cover letter and resume to [jobs@georgetowndc.com](mailto:jobs@georgetowndc.com) with subject line "Marketing Coordinator 2017."

### ABOUT THE GEORGETOWN BID

Started in 1999, the Georgetown BID is a publicly chartered non-profit organization dedicated to making Georgetown cleaner, safer, more user-friendly and more vibrant, and is one of [10 BIDs in the District of Columbia](#). The Georgetown BID runs a variety of programs including marketing the neighborhood as a unique shopping, dining, and historic destination, keeping the streets and sidewalks clean and passable; improving the streetscapes with plantings and street furniture; collecting and disseminating economic development research; and improving transportation access and mobility throughout the area. The organization has a \$3.8 million annual budget and 22 employees and full-time contractors. For more information visit our official visitor web site at [www.Georgetowndc.com](http://www.Georgetowndc.com) and the BID's website at [www.bid.georgetowndc.com](http://www.bid.georgetowndc.com).