



## Director of Marketing & Events

### THE ORGANIZATION

The Union Square Business Improvement District (USBID) is a 501(c) 4 non-profit organization founded in 1999. Funding for the USBID comes from property tax assessments over a 27 block area around Union Square in San Francisco as well as donations, sponsorships and grants. The USBID's goal is to enhance and promote the Union Square neighborhood for locals, visitors and tourists through maintenance and public safety measures, marketing, advocacy, streetscape improvements and public realm initiatives. Working hand-in-hand with the City of San Francisco (City), the USBID is committed to ensuring Union Square remains a world-class destination as well as a safe and vibrant community for those who live and work here. You can find out more about the organization at <http://www.unionsquarebid.com>

### POSITION DESCRIPTION

This full-time regular non-exempt position reports to the Deputy Director but also will take direction from other Directors if working on projects they are managing.

#### **Marketing Program Management**

The Director of Marketing & Events manages all marketing programs (see additional event and other duties descriptions below) including the district website, social media account management (consumer and member accounts), the newsletters (*Square Affairs* & *Around the Square*), collateral development and other marketing programs and collateral development.

The Director of Marketing & Events also manages member outreach (using Salesforce to track member contact information) while communicating programs and member benefits via a welcome kit, Square Affairs, and digital outlets including website and social media channels.

The Director of Marketing & Events will manage the affiliate marketing membership program. This will include outreach to new affiliate members, contract signing and adding the new members to the website and newsletters where appropriate.

UNION SQUARE BUSINESS IMPROVEMENT DISTRICT

323 GEARY STREET, SUITE 203 SAN FRANCISCO, CA 94102  
TEL(415)781-7880 FAX(415)781-0258 VISITUNIONSQUARESF.COM



### **Event & Member Program Management**

The Director of Marketing & Events manages the execution of a variety of member specific programs including Coffee & Connections, member mixers, new member orientations, educational sessions, and other member exclusive events.

The Director of Marketing & Events also manages the execution of consumer events and activations including the Annual Luncheon, Winter Walk, holiday fundraiser, and alley activations (Maiden Lane & Campton Place). The Director of Marketing & Events will also manage sponsorships of various Union Square events. This position will also be responsible for fundraising and financial sustainability of the events/activations via sponsorship, fees or tickets for consumer events.

The Director of Marketing & Events will manage the Marketing Advisory Committee meetings, membership, take minutes and draft agendas and meeting scheduling and setup. The Director of Marketing & Events will work with the Chair(s) of the Committee to provide regular reports at all Board meetings.

### **Additional Duties**

The Director of Marketing & Events will also manage the [info@unionsquarebid.com](mailto:info@unionsquarebid.com) and [rsvp@unionsquarebid.com](mailto:rsvp@unionsquarebid.com) as well as other e-mail accounts associated with events and marketing services, manage photography, reporting and other marketing and administrative duties. The Director of Marketing & Events will managing inquiries by commercial entities seeking to use public space (such as filming, food activations and random events). The Director of Marketing & Events will regularly maintain the business directory and Salesforce database of all members and stakeholders.

Other projects as assigned.

While work hours are typically 9:00 a.m. to 5:30 p.m., Monday through Friday, some evening and weekend work may be required. This is an "at-will" position.

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## REQUIREMENTS/QUALIFICATIONS

Candidates considering applying for this position should have the following qualifications:

- Bachelor's Degree in related field such as marketing, political science, urban planning MBA or advanced degree a plus.
- Advanced skills in the Microsoft Office Suite required (Word, Excel, Outlook, and Power Point)
- At least 5 years of progressive experience working in the Marketing department of a non-profit organization, business or governmental entity (will still consider recent college graduates).
- Experience with databases (Salesforce a plus).
- Experience managing events from concept to event logistics
- Experience with Adobe Suite or other graphic design software a big plus.
- Some experience with consumer marketing and/or relevant coursework
- Excellent written communication skills, including social media and website copy
- Experience with website management and social media
- Experience in administrative work including notes, filing, etc.
- Experience with non-profits or City agencies a plus
- Strong interpersonal communication skills.
- Interest in Union Square, CBDs/BID's and the City
- Photography or graphic design experience a plus
- Applicants must be eligible to work in the United States.

## COMPENSATION & BENEFITS

Compensation for this full-time regular position is commensurate with experience and qualifications. The USBID pays competitive wages. The USBID offers a benefit package that includes: health, dental and vision insurance, vacation pay, sick pay, holiday pay, and employer-sponsored commuter benefit up to \$83/month.

## TO APPLY

To apply for this position, please email a cover letter and resume addressed to [info@unionsquarebid.com](mailto:info@unionsquarebid.com) by \_\_\_\_\_. Please use the cover letter to explain your interest in this position and how you are uniquely qualified for the job.

*The Union Square Business Improvement District is an Equal Opportunity Employer*

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