



Director of Marketing, Communications & Special Projects

The Lincoln Square Business Improvement District (BID), a small not-for-profit tax-exempt organization on the Upper West Side, is seeking an experienced Director of Marketing, Communications and Special Projects to join our professional team. If you love culture and the arts, and are passionate about neighborhood development, this is the job for you. The Lincoln Square BID supplements City services and promotes all the wonderful assets of this high profile, mixed-use neighborhood. Learn more about the BID by visiting www.lincolnsquarebid.org.

The Director of Marketing, Communications and Special Projects will be responsible for designing and implementing a comprehensive marketing and communications program to support local businesses and cultural institutions, and market the neighborhood and its assets as well as BID services to tourists, locals, and those who work in the area. This is a new full-time, in-office position offering a great opportunity for personal and professional growth. The Director of Marketing, Communications & Special Projects reports to the Executive Vice President and works closely with the President, other staff and Board members and will oversee the organization's marketing and communications initiatives and other special projects.

We are seeking an exceptionally talented individual who has the experience and confidence to exercise independent judgment and to coordinate and interact with senior staff and neighborhood stakeholders, including property owners, local businesses, major cultural and educational institutions as well as government officials, vendors, and service providers. The successful candidate will develop creative strategies as Lincoln Square emerges from the pandemic.

Specific duties and responsibilities of the Director of Marketing, Communications & Special Projects include, but are not limited to:

- Develop and manage new and existing BID marketing and promotional content, including websites, e-newsletter, social and digital media, advertising campaigns, print collateral, and special events;
- Oversee the design and implementation of existing and new marketing initiatives, including networking and special events, Annual Meeting, and other special projects;
- Create and update marketing collateral, neighborhood statistics, Power Point and other presentations, BID asset maps, web and social media graphics, sponsorship decks, charts, signage, etc.;
- Working with staff and the BID's publicist, prepare press releases, craft responses to press inquiries and help get the word out about successful BID programs, including Operations, events, and information pertaining to public realm and beautification;
- Document results and impacts of the BID's marketing and business support programs on an ongoing basis by capturing and organizing data and photos, and developing and tracking performance indicators;
- Manage BID brand and brand standards for a consistent and engaging look and message for the Lincoln Square neighborhood and BID content, activities and programming;
- Create, implement and analyze various public facing surveys, and recommend strategies to support and extend the organization's reach;
- In conjunction with senior staff, oversee contractual creative services, including graphic design, web design and maintenance, digital tools, photography, and videography;
- Assist in the tracking and presenting of all BID data, including operations, fundraising reports, and retail openings and closings.

Qualifications & Skills:

- Superb writing skills, outstanding verbal communication skills with meticulous attention to detail;
- 5-10 years of previous work experience in marketing, communications, public relations, project management, business improvement district, neighborhood civic organization or government;
- Comfortable speaking in public with the ability to represent the BID at public facing meetings;
- Proficiency in Microsoft Office, Excel, website and email CRMs, and Adobe Creative Suite, including InDesign, Photoshop and Illustrator; motion graphic, animation skills, Salesforce and ARC GIS knowledge a plus, but not required;
- Outgoing personality, great people skills, quick study, collegial team player, able to work independently and multi-task;
- Experience with event planning, fundraising & streetscape improvements preferred, but not required;
- Previous supervisory experience preferred;
- Bachelor's Degree required, Advanced degree a plus.
- Familiarity with Upper West Side programs, cultural organizations and key leaders a plus.
- *Proof of full COVID vaccination*

Salary: Approximately \$90,000 (commensurate with experience) plus benefits

This is a full-time position and may include some evening hours. Salary, plus benefits, is commensurate with education and prior work experience. The Lincoln Square Business Improvement District is an equal opportunity employer. Successful candidate will be required to comply with federal, state and local hiring requirements.

Interested candidates please send cover letter, resume of no more than two pages, three relevant references, and salary requirements to:

Monica Blum, President
Lincoln Square Business Improvement District
1881 Broadway, Suite 2R
New York, NY 10023

Email: info@lincolnsquarebid.org