Marketing + Special Events Associate

The Union Square Partnership (USP) is the leading advocate for the Union Square-14th Street district. The organization includes two 501(c)(3), non-profit organizations including a local development corporation and Manhattan’s first business improvement district. USP was founded over 40 years ago to promote the economic, residential and cultural vitality of the neighborhood. USP provides sanitation, public safety, business and economic development and marketing services, hosts a wide-range of community events, and invest in the beautification and maintenance of Union Square Park. The organization is overseen by the Executive Director and its Board of Directors comprised of Union Square’s leading civic leaders from its corporate sector, academic institutions and cultural community. It has an administrative staff of six reporting to the Executive Director, and a combined annual operating budget of $4 million.

As our Marketing Associate you will ...

Reporting to the Director of Marketing + Events, the Marketing + Events Associate is responsible for executing and enhancing the organization’s overall marketing and events plan, including digital marketing strategy and collateral creation, and providing support to the entire team on maintaining communication with external partners. The Associate is also responsible for the organization’s overall social media strategy working with the full team to get our message out across platforms including USP’s Website, Blog, and social platforms.

The Marketing + Special Events Associate’s responsibilities include, but are not limited to:

• Develop content for the organization’s digital presence, including website, blog, newsletter, and social media communications, while actively monitoring the organization’s online reputation.

• Develop and execute overall social media strategy using annual, monthly, and weekly content calendars to promote the Union Square neighborhood as a distinct visitor destination, highlighting local businesses and unique-to-Union Square experiences.

• Develop, produce, and manage USP’s monthly newsletter.

• Assist the Director of Marketing in planning, executing, and promoting signature USP events. Develop and produce smaller-scale events including but not limited to networking events, photo-op activations, public art openings, and volunteer days. Oversee USP events and manage event volunteer staff. Some evenings and weekends required.

• Work with City agencies like NYC Parks and SAPO to monitor and manage external events hosted in Union Square Park and on surrounding streets.

• Oversee regular meetings with USP Board of Directors, secure meeting venues, keep meeting minutes, prepare Board materials, and manage overall communications with the Board on the Partnership’s behalf.
• Interface with City and State agency partners, contracted vendors and the other organizational partners, as well as represent the organization at community board and relevant public meetings to obtain required approvals.

• Work with graphic design vendor on marketing collateral, web content, and advertisements to promote events and sponsorship opportunities.

• Develop, maintain and enhance relationships with community partners, sponsors, and new businesses. Act as liaison to key players in the Union Square neighborhood.

• Maintain and manage the organization’s contact database.

• Provide support on “morale” initiatives including staff birthday celebrations, Clean Team holiday gifting, and partner and board member appreciation gifts.

What you’ll need to excel in this position...

• Minimum 1-2 years’ experience working in marketing and events. Bachelors or masters degree from an accredited college in marketing, communications, business, urban planning, public policy administration, or a closely related field.

• Must exhibit a high degree of professionalism, be detail-oriented, organized, efficient and flexible, and possess the ability to coordinate multiple priorities simultaneously.

• Must be a team-player who can work independently with minimal oversight.

• Strong ability to communicate effectively with a diverse array of stakeholders.

• Knowledge of NYC government and local Union Square market a huge plus.

• Exceptional written and oral skills with a high-level of computer literacy (Microsoft Office, Illustrator, Photoshop, InDesign, WordPress, MailChimp a plus) and a strong aptitude for mastering new applications. Basic design skills a plus.

Interested in joining the USP team? Here’s how to apply:

Salary is commensurate with experience and education.

USP is an equal opportunity employer. All qualified candidates are encouraged to apply. A cover letter and resume should be submitted via jobs@unionsquarenyc.org with “Marketing + Special Events Associate” in the subject line.