

Marketing and Programming Manager

The Hudson Yards Hell's Kitchen Alliance Business Improvement District (HYHK) is a not-for profit organization dedicated to enhancing the quality of life of the diverse population who lives, works and visits the HYHK district. HYHK provides streetscape improvements, supplemental sanitation services, neighborhood horticulture and beautification projects, and technical and professional services for small businesses. Unlike most other BIDs, HYHK has complete maintenance and operations responsibilities for Bella Abzug Park, a 2-acre public space located between West 33rd and West 36th Streets, mid-block between 10th and 11th Avenues.

Under the direction of the President and Vice-President of Operations the main responsibilities of the Marketing and Programming Manager will be spearheading our Park programming and district marketing. HYHK is searching for a Marketing and Programming Associate to help manage and implement programs and initiatives. The Manager will focus on marketing and communications (print and digital) of HYHK's projects and events, special programming in the park and district, sponsorships and fundraising.

Responsibilities will include:

- Manage the BID's sponsorship and marketing programs including all BID-related public programming and special events in the park and district.
- Implementation and management of marketing initiatives including social media, the BID website, electronic newsletters, and special announcements/invitations, and preparation of an annual report and other collateral materials such as neighborhood guides
- Coordinate the creation and rollout of social media campaigns
- Manage the BID's business outreach program by identifying and contacting new businesses in the district
- Manage outsourced banner programs
- Manage BID produced park signage design and implementation
- Assist in coordinating and executing public programming (Bella Abzug Park, the Canoe, etc)
- Act as a friendly and helpful ambassador for Bella Abzug Park during events and peak park hours
- Assist with other initiatives aimed at promoting the district, assisting businesses, and fostering a sense of community among BID members and visitors
- Assist in collecting data and insights from park visitors and residents to help improve programming and outreach
- Assist appropriate committees with programming and revenue
- Assist in the preparation and planning of regular meetings, committee meetings, and annual meeting
- Prepare oral, written and graphic presentations and reports related to the BID's work and the district at large, including presentations for the BID Directors and BID members.
- Management office interns, as needed

Experience and Qualifications:

- Bachelor's Degree required, preferably in marketing, communications, public relations, public policy, or related field
- Minimum 2 years of experience working in one or more of the following areas: communications, social media, digital marketing, graphic design, urban planning
- Experience in social media content creation and management
- Experience with community outreach and fundraising
- Excellent writing skills
- Ability to multi-task and communicate effectively with different levels of the organization
- Must be detail-oriented and deadline driven, with strong organizational and time management skills.
- Proficiency in Adobe Creative Suite, Google Drive, MailChimp,
- Familiarity with web and graphic design a plus

The ideal candidate will have an interest in communications, neighborhood improvement, marketing and possess a “can-do” attitude - willing to learn about a variety of programs. They must be able to work well with others, multi-task, and work independently at times. Must be creative, reliable, motivated, and detail oriented, with the ability to be a team player and a self-starter. Must have the ability to handle a myriad of tasks, large and small, as required of a small organization, and be highly organized.

The preferred candidate will have completed a BA in communications, public relations, graphic design, marketing, or related. They will be expected to be confident in managing social media and events onsite with limited supervision.

The tentative start date for this job is _____, 2021. The salary for this role is \$75,000 (commensurate with experience), plus benefits.

If you are interested, please send a CV, cover letter, and link to portfolio (if available) to info@hyhkalliance.org with 'Marketing and Programming Manager' in the subject line. In your cover letter, please explain what past roles or experiences have prepared you for this job's requirements. Only those whose applications are being considered will be contacted.

Thank you!

The Hudson Yard Hell's Kitchen Alliance is an equal opportunity employer and considers applicants for all positions without regard to race, color, religion, creed, gender, national origin, age, disability, marital or veteran status, sexual orientation, or any other legally protected status.