

Business District Program Manager

Neighborhood business association seeks Business District Program Manager (BDPM). The BDPM is a full time employee of the Hillcrest Business Association and reports to the Executive Director. The BDPM shall implement programs of the organization relating to member services, marketing, communications and public relations. Necessary experience includes working with small businesses, implementing marketing and promotional projects and events, preparing, editing and publishing graphic design, organizational communications including but not limited to electronic social media, email marketing, volunteer management, public relations, and online communications . The successful candidate will have experience working with volunteers, have strong written and verbal communications experience and presents well on camera. The ability to juggle multiple projects and work well under stressful situations is essential. The BDPM must be able to work with diverse groups and individuals and must be prepared to work outside normal business hours, which will include weekends and evenings. Complete job description can be found on the right sidebar at www.hillcrestbia.org. To apply send an email to benjamin@hillcrestbia.org with resume and include "BDPM" in the subject line before 5pm on 7/7/17.

Business District Program Manager Job Description

Reports to: Executive Director
Status: Hourly, non-exempt

The BDPM is a full time employee of the Hillcrest Business Association (HBA) and reports to the Executive Director. The position participates with the Board of Directors and other staff in supporting the HBA to implement programs related to HBA promotions, marketing and business member relations.

The activities of the program manger fall under these areas:

Marketing, communications and public relations:

- Develop and maintain contacts with media sources to disseminate program information. Leverage e-newsletters, website and social media and other similar avenues to disseminate program information. Manage all aspects of promoting the HBA and programming activities through multiple social websites, including content development, innovation and e-commerce.
- Manage the development of content and creative elements of organizational promotional and advertising items.
- Develop and manage marketing campaigns for the organization including overseeing design contractors, media purchasing and online promotions. These activities will be related to but not limited to production of the organization's quarterly mixer, production of promotional campaigns, production of email marketing, and promoting special events.
- Assist in the programming, organization, and implementation of large special events.
- Establish, maintain and manage a reliable base of active volunteers to assist with HBA events and other activities.

- Select, manage, and oversee the marketing intern and design contractor including maintaining description of duties.
- Assist the Executive Director during any media events, production of press releases, management of media contacts and implementation of any media related activities, including live media events. Must present well and be prepared to speak on camera.
- Maintain and update online communications tools including websites, social media pages and email newsletters.
- Manage direct member communications including: email newsletters, new business welcome packages, group presentations, business development program and printed newsletters.

Administration and member relations:

- Familiarize business owners, community groups, the general public, etc., with the nature and orientation of HBA.
- Act as liaison to member businesses to promote member benefits.
- Meet regularly with member businesses or prospective members and solicit their engagement in a variety of HBA programs and various community ad-hoc committees.
- Maintain the association member database including recording benefits provided to members, email lists and mailing lists.
- Assist the Executive Director in the implementation of any special projects.
- Assist in the implementation of the organization's volunteer program.
- Manage relevant ad-hoc committees of the association including assisting in preparing and distributing agendas, taking minutes and facilitating meetings where necessary, including monthly Board Meetings.
- Other duties as assigned by the Executive Director.

Required Qualifications:

- Bachelors degree, preferably in Marketing, Event Management, Public Relations, Journalism or Communications.

Required Skills:

- Excellent written and verbal skills in English, bilingual in Spanish preferred.
- Graphic design background with knowledge of MS Office suite (Word, Excel, Power Point), Adobe suite, Photoshop, In Design and other common design software applications.
- Experience with website management applications (such as Word Press) and email delivery platforms (such as Constant Contact).
- Extensive social networking experience.
- The ability to work well under deadlines, and manage several projects simultaneously.
- Business district, nonprofit organization experience.