



## **DOWNTOWN BERKELEY ASSOCIATION JOB DESCRIPTION**

**POSITION TITLE:** Director of Vitality

**REPORTS TO:** CEO, Downtown Berkeley Association

### **POSITION SUMMARY**

The Director of Vitality, in collaboration with CEO, will be responsible for developing, managing and executing strategies, plans, programs, projects for marketing, events, retail attraction, business support, parking management and resident/community outreach functions.

Position requires willingness and ability to work in small 4-5 person office, with limited resources and shared support by Marketing/Office Assistant.

Also, work with CEO and board to create Vitality/Marketing Advisory group to engage property owners, merchants, businesses, nonprofits, residents, and other stakeholders.

### **KEY RESPONSIBILITIES & TASKS**

#### Marketing

- Develop and refine marketing strategies, plans, programs and projects with annual Marketing Plan.
- Manage and expand marketing communications including: enews, social media, website, public relations, newsletter, advertising, electronic kiosk, and other projects and programs that leverage current and future partners (e.g., Arts District, University, City, Chamber, Visit Berkeley, etc.).
- Continue to develop and refine marketing strategies that leverage Downtown Berkeley's strong competitive position with in arts, entertainment, and education sectors.
- Develop, refine, expand brand and creative messaging to support overall goals as needed.
- Develop and refine all print and electronic marketing materials.

#### Events / Placemaking

- Develop events strategy that aligns with overall strategic and marketing plans and leverages partners plans and resources. expand self-generating revenue strategy via sponsorships, earned income etc.
- Develop an events/placemaking strategy and program for the new BART Plaza
- With support of Marketing Assistant, manage and execute all DBA events (and support partner events), including branding, PR, advertising, sponsorships, permits, suppliers, staffing, revenue assurance, etc.
- Explore contracting events with third party events producers.
- Manage holiday décor program.

## Outreach & Development

- Develop a plan to engage residents in district as customers and community members.
- Support merchants and nonprofits with business growth/retention and other support services.
- Work with CEO to refine and develop retail attraction strategy and programs.
- Work with CEO to attract and retain high tech and other startup businesses.
- Recruit interns from UC Berkeley and Berkeley City College to support DBA programs.

## Other

- Manage and develop DBA merchant/property owner/partner database with support of Marketing Assistant.
- Support CEO with parking strategy, parking communications, and application development.
- Support and stand in periodically for CEO in leadership/advocacy role with City and other stakeholders.
- Manage Marketing Assistant with office management and marketing support roles.
- Create benchmark to measure success of marketing/vitality programs.

## **POSITION REQUIREMENTS**

### Education

- Bachelors degree preferably in Marketing, Journalism, or Communications.

### Experience

- Requires minimum of five years in marketing management position with experience including communications, events, promotions, web and social media, print, media relations, etc.
- A plus is marketing experience with business improvement district and/or retail attraction, and/or marketing experience in Berkeley arts, civic, or other Berkeley based organization.

### Knowledge and Skills

- Strong writing skills including experience with marketing material, press releases, and media stories.
- Strong verbal and presentation skills. Public speaking to large groups and working with board of directors and/or elected officials is a plus.
- Strong command of social platforms including Facebook, Instagram, Twitter
- Website management experience including web design, editing, and maintenance.
- CRM database management experience. FileMaker experience is a plus.
- Experience working with Constant Contact, or other Email Service Provider.
- Experience with Adobe design tools including Photoshop, InDesign, and Illustrator is a plus.
- Proficient in Microsoft Office Suite including Word, Excel, PowerPoint.

## **COMPENSATION**

Commensurate with experience; with medical, dental, vacation/sick days benefits, commuter check transit program, plus simple IRA matching up to 3% of gross salary. This is an exempt position.

## **POSITION ENVIRONMENT**

Position requires ability to work some evenings and weekends for special events and community meetings. Also need to carry small amount of materials to various events.

The DBA is a culturally diverse environment and committed to complying with State and Federal laws which include the Fair Employment Practices laws, which provide equal opportunity in employment for all persons regardless of race, color, national origin, sex, age, religion, veterans status, or disability. The DBA is also committed to equal opportunity based on sexual orientation and/or gender identification.

**TO APPLY**

Please send cover letter and resume to John Caner, CEO by January 16, at [jcaner@downtownberkeley.com](mailto:jcaner@downtownberkeley.com)

**MORE INFO**

Please be sure to review DBA website at [www.downtownberkeley.com](http://www.downtownberkeley.com) and in particular the DBA Strategic Plan and Management Plan under the [Planning and Policy Documents](#) section of our website.