Flatiron/23rd Street Partnership

Position Description

April 2018

Position Title: Research & Marketing Associate

Reporting To: Deputy Director

Overview:

The Research & Marketing Associate works on a diverse set of programs and initiatives for the Flatiron/23rd Street Partnership (BID). This position also provides administrative support for the office and senior staff.

Basic Function:

Responsible for administrative and office management functions for the BID office, including administrative support for the Executive Director and staff. This role also includes research and assisting the Deputy Director in preparing neighborhood data reporting and assisting with projects related to the BID's programmatic initiatives with a focus on the marketing program.

Work Performed:

Research and Reporting

- Perform research – both in the field and utilizing various electronic resources, including CoStar – to identify and cull pertinent BID data
- Assist in preparation of economic data reports on the Flatiron District and BID programs including the monthly retail opportunities maps, quarterly market snapshots, and the annual "Flatiron: Where Then Meets Now" report
- Perform outreach to new upper floor office tenants by preparing and mailing BID welcome kits, and manage ground floor business distribution of the Discover Flatiron Map and BID collateral
- Assist with tracking and progress reports related to BID programs
- Assist with research, writing, and preparation of the BID's Annual Report

Marketing and Programming

- Assist with planning and execution of BID programming and events, including the Summer Series, 23 Days of Flatiron Cheer holiday program, Intersections Speaker Series, the BID's Annual Meeting, and Celebrate Flatiron Partnerships networking event
- Assist with content creation, updating, and management of marketing materials such as the BID website, electronic newsletter, and development and inventory of printed collateral
- Monitor and assist with the BID's social media presence, draft day-to-day posts on Facebook, Twitter, and Instagram
- Capture photos of the Flatiron District and BID programs and events on an ongoing basis

- Assist with additional marketing projects as needed

Administration and Office Management

- Coordinate reports to the BID Board of Directors, weekly media digest, large mailings, and special projects
- Coordinate agendas for monthly full staff meetings
- Oversee all aspects of office administration, including BID filing system, IT services, and ordering and maintaining office supplies and equipment
- Assist with planning and preparation of meeting minutes for board and committee meetings as necessary
- Prepare meeting minutes for board and committee meetings as necessary

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Qualifications and Skills:

- Undergraduate degree in related field is required
- Must be highly organized and possess strong oral and written communication skills, including excellent customer-service skills
- Proficient PC computer skills including knowledge of Microsoft Office suite required
- 1-3 years of experience in nonprofit, government, or related industries required, or graduate degree in related field
- Proficient, and strong interest in, social media marketing required
- Attendance at periodic early morning meetings and evening meetings/events will be required, along with outside field work
- Must be capable of collaborating as a productive and thoughtful member of a team, while also being able to implement certain responsibilities largely independently
- Must possess an entrepreneurial, creative, problem-solving spirit and the ability to work in a fast-paced, dynamic work environment
- Must be able to handle a myriad of tasks, large and small, as required by all staff members of a small organization

To Apply:

Qualified candidates should send a cover letter, resume, and three professional references as one PDF to Kurt Cavanaugh, Deputy Director: kcavanaugh@flatironbid.org. Application deadline is May 4, 2018. No phone calls, please.