

Marketing, Events + Partnerships 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 (BID). For over 45 years, USP has worked to ensure the best possible neighborhood for its residents, businesses, and visitors. USP's programs include sanitation, public safety, economic development, public programming, and marketing services, and we invest in the beautification and maintenance of Union Square Park - the district's crown jewel. We are dedicated to this neighborhood, and work 24/7 to make sure that Union Square remains a phenomenal place to live, work, visit, and learn. The organization is overseen by the Executive Director and a Board of Directors comprised of Union Square's leading civic leaders from the corporate sector, academic institutions, and cultural community.

As our Marketing, Events + Partnerships Associate you will ...

The Marketing, Events + Partnerships Associate at Union Square Partnership plays a pivotal role in advancing marketing initiatives, event planning efforts, and fostering relationships within the community. Reporting to the Director of Marketing & Events, this position requires a blend of marketing, event management, content creation experience, and a strong emphasis on relationship-building and maintaining digital content platforms. Additionally, the Marketing, Events + Partnerships Associate will take a lead role in the development and execution of the marketing + events strategy, utilizing their experience to tackle complex challenges and drive forward strategic initiatives with authority and ownership.

The Marketing, Events + Partnerships Associate's responsibilities include, but are not limited to:

- Oversee and maintain the content calendar, emphasizing content creation for various channels, including the Partnership's website, social media platforms, newsletters, and marketing collateral, ensuring consistent and engaging messaging. This includes:
 - Develop and create engaging and innovative content for our social media platforms.
 - Own the development and distribution of the monthly newsletter, crafting compelling content, coordinating with stakeholders for contributions, and managing distribution lists to drive engagement and awareness.
 - Manage our websites, including content updates and blog post creation, and ensure information accuracy and relevance.
- Collaborate with other teams to develop and implement marketing strategies that promote the Union Square district, including content creation, social media management, digital

marketing campaigns, and community outreach initiatives.

- Lead the planning and execution of smaller partnership events such as board gatherings, business functions, volunteer activities, and city agency events. Responsibilities include managing logistics, coordinating participants, and providing on-site support to ensure cohesive event experiences aligned with strategic goals.
- Support the planning and execution of larger partnership events and programs.
- Support on-site event logistics, encompassing setup, breakdown, participant registration, and coordination of event personnel and volunteers to guarantee the successful execution of events.
- Lead business engagement programs by cultivating robust relationships with Union Square businesses to facilitate tailored initiatives and projects aimed at boosting business visibility and community engagement. Additionally, collect and maintain data, including primary contact information, for BID businesses within internal platforms.
- Provide administrative support for marketing and event planning activities, including budget tracking, vendor coordination, documentation management, and board support.
- Monitor and analyze performance metrics for events, marketing campaigns, and digital content, providing insights and recommendations for optimization and improvement.
- Support additional marketing initiatives, community outreach efforts, and administrative tasks as needed to support the Partnership's overall objectives.

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

- 2-4 years of combined experience in Event Planning, Marketing, or related roles, with demonstrated content creation and management proficiency. Bachelor's degree in Marketing, Communications, Journalism, Urban Planning, or related field.
- Strong organizational skills and attention to detail, with the ability to simultaneously manage multiple tasks and priorities.
- Entrepreneurial, self-starting approach and demonstrated track record of end-to-end project execution.
- Proficiency in Microsoft Office suite, Mailchimp, social media platforms, and content management systems.

- Excellent communication and interpersonal skills, with the ability to build and maintain relationships with businesses, stakeholders, and board members.
- Enthusiasm for community engagement, supporting local businesses, and contributing to the vibrancy of urban districts.
- Flexibility to work evenings, early mornings, and weekends as needed to support event programming and marketing initiatives.

The proposed salary range is \$65,000 - \$75,000, commensurate with experience.

USP is an equal opportunity employer. All qualified candidates are encouraged to apply.

To apply, please submit a cover letter, resume, and relevant work samples or portfolio to jobs@unionsquarenyc.org. Please put "Marketing, Events + Partnerships Associate" in the subject line. Relevant work samples may include: blog posts, social media content, event flyers, multimedia assets (such as graphics or videos), marketing campaign materials, community outreach initiatives, and examples of event planning documentation. Please use a file-sharing website like DropBox or WeTransfer for files over 3 MB. Incomplete applications will not be considered.