



Events & Activations Director

The [National Landing Business Improvement District \(BID\)](#) is seeking a creative, energetic, and experienced events professional to serve as the organization's **Director of Events & Activations**. The Director will oversee the 100+ community-building events the BID sponsors each year.

This senior-level position will lead all aspects of the BID's events at an exciting juncture for both the neighborhood and the BID organization. This is a hands-on builder role, where you will create and lead the BID's exciting and robust portfolio of events and placemaking activations from strategy to execution – working to elevate and support the area's brand and impact to target audiences. The Events Director will be responsible for expanding partnerships/sponsorships and strengthening vendor relationships while building connections to the local business community. The Events Director should have the experience to successfully project manage programs from start to finish including community concerts, movies, markets, fitness classes, annual meetings, roundtables, stakeholder convenings, temporary art activations, cultural programming and signature events like National Cherry Blossom Festival programming, Garage Races, Oktoberfest and more.

The position will be responsible for the work plan, budget, operations, and staff for the Community Events & Outreach program. The ideal candidate will be enthusiastic, organized and detail-oriented, have fresh, creative ideas, and thrive in a fast-paced, strategic, and collaborative environment.

Primary Job Responsibilities

- **Program & People Management:** Direct the work plan, budget, operations, and staff for Events totaling \$850k. Implement the organization's Strategic Plan in terms of relevant events goals. Build out an Events team by staffing an Events Associate, Events interns and/or fellows as the budget allows. Cultivate a high-performance, high-energy culture with a strong, collaborative team dynamic.
- **Events Strategy & Execution:** Create a holistic, yearly events and activations plan consisting of over 100 events and manage event and activation-related activities from start to finish according to requirements, target audience, budget and objectives. Ensure events plan aims to build community, activate public space, and strengthen the identity of National Landing. Lead all event planning and production meetings and discussions and develop event briefs and tracking/reporting mechanisms. Deliver onsite events oversight. Lead B2C and B2B event production across all program areas including economic development and transportation. Set and articulate all roles and responsibilities for event planning and day-of execution. Assist in determining and measuring the long and short-term goals and outcomes for all events.
- **Project Management & Permitting:** Oversee all project management and administrative tasks for events such as: permitting; coordination with Virginia ABC, police, fire, special events, parks, and other Arlington County agencies; insurance coverage, licensing and use agreements; contracts; security; sanitation; road closures; and property owner coordination. Given the outdoor nature of many events, develop contingency plans to quickly adapt approach.

- ***Sponsorships & Partnerships:*** Utilize strategic partnerships and sponsorships to deliver programming, support mission, and extend reach and impact of the BID. Participate in developing fundraising strategies for signature programming. Maintain and grow strong partnerships with sponsors, vendors, property managers, various County departments.
- ***Marketing Coordination:*** Work closely with Director of Marketing & Communications to strategically identify and define the type, scale, tone, theme and content of events to ensure brand and marketing alignment and processes.
- ***Relationships:*** Develop and maintain excellent relationships with vendors, artists, county partners, community groups, sponsors, and other providers and assures that all event contracts and contacts are maintained and updated in CRM database.
- ***Ideas Generation:*** Continually seek out new and on trend partners to deliver exceptional experiences. Stay abreast of trends in event planning, event analytics and public realm activation, sharing findings with staff and board, looking for ways to continually advance the program.
- ***Impact/Assessment:*** Manage systematic review and evaluation of events and activations using data and analytics to judge effectiveness.
- ***Activations/Placemaking:*** Work with VP of Planning & Development to assist with implementation of creative placemaking strategy and opportunities for future projects related to the temporary activation of the public realm.
- Other duties as assigned.

Required Skills/Qualifications

- Bachelor's degree, plus at least 8 years of relevant experience in event management, with additional project management, marketing, hospitality or placemaking preferred.
- Familiarity with BIDs, chambers of commerce or real estate industry a plus
- Strong interpersonal and communication skills and interest in interacting with community members and stakeholders
- Ability to prioritize and balance multiple tasks and priorities, meet deadlines and work under pressure in a busy office with a lot of inbound requests and opportunities.
- Positive attitude and high energy
- Professional, service-oriented team player with leadership skills and managerial experience
- Outstanding communication and negotiation skills
- Clear concise written and verbal communication skills
- Experience working with ABC and other government agencies on zoning & permitting processes a plus
- Proficiency in Microsoft Office and event management and/or site planning software such as Adobe Create Suite
- Flexibility to work evenings and weekends as needed

The National Landing BID offers competitive salaries, excellent benefits, and a convenient Metro accessible location. The BID is an Equal Opportunity Employer. The BID celebrates diversity and is committed to cultivating a highly talented workforce and providing a welcoming, inclusive, collaborative, and fun work environment, where work-life balance is valued for every employee. Creativity and entrepreneurial spirit are encouraged within the BID's fast-paced and talented team.

We look forward to hearing from you!

To apply, please provide cover letter and resume to careers@p3hired.com with a subject line of "Director of Events and Activations."

About the National Landing Business Improvement District

The National Landing BID a non-profit, public-private partnership that serves as the place management organization for the National Landing neighborhoods of Crystal City, Pentagon City, and Potomac Yard. We're storytellers, placemakers, idea champions, and community builders. We bring people together through placemaking, public art, transportation, economic development, events, marketing, and promotion.

Already Virginia's largest walkable downtown, National Landing is in the midst of an exciting renaissance driven by billions of dollars in public and private investment that will deliver new and enhanced housing, offices, parks, transportation and infrastructure in the coming years.

Our mission, vision, and values

Mission: To serve as champions for the National Landing neighborhoods of Crystal City, Pentagon City, and Potomac Yard

Vision: National Landing will redefine downtown as a dynamic, mixed-use, urban center with vibrant streets, playful programming, next generation mobility, world-class parks, and human-scaled design. Our future is sustainable and innovative, with a strong economy and inclusive community.

Values: Collaborative, creative, design-forward, fun, inclusive, innovative, people-centered, sustainable