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Placemaking and Activation Coordinator

Background

Central Atlanta Progress, Inc. (CAP) is a private, nonprofit corporation of Atlanta business leaders, property owners, and institutions working with each other and the government since 1941 to help build a better city center. CAP carries out research and planning and acts as a catalyst for a wide range of programs and projects for the improvement of Downtown Atlanta. Our affiliate organization, the Atlanta Downtown Improvement District (ADID), funds transportation, capital improvements, public safety, cleanliness, and marketing programs. For more information, visit www.atlantadowntown.com.

CAP is seeking a creative, collaborative, and motivated individual to support the organization's mission by strengthening Downtown Atlanta's public spaces through placemaking. The Placemaking and Activation Coordinator will develop and implement new projects, programs, events, and activities that enhance and activate public spaces and support Downtown's overall vitality. Examples of past events include Park(ing) Day, Food Truck Fridays, and Yoga in the Park. The Placemaking and Activation Coordinator will focus on activating Woodruff Park, the Broad Street Boardwalk, the Peachtree Shared Street, and other public spaces throughout Downtown.

Position Description

Reporting to the Managing Director of Transportation, this role will perform the following:

- Support development of the overall strategy for placemaking and activation: Work cross-organizationally to support the development of an overall strategy and budget for placemaking and activating the public realm.
- Plan activation concepts: Develop creative activation concepts, identify partners, plan the activations/events, and manage necessary contractors.

- Execute events: Coordinate internally and externally to execute placemaking programs and events. This includes coordinating with CAP's Marketing team for event promotion; obtaining necessary permitting from the City of Atlanta; collaborating with the ADID Clean Team on set up, transport, breakdown, and clean up; and engaging appropriate stakeholders and event partners.
- Actively staff events: Interact and engage with audiences and the general public in a 'front-of-house' capacity.
- Develop, nurture, and uplift relationships: Establish and nurture relationships with and between property owners and managers, businesses, community organizations, artists, designers, event partners, and other stakeholders with the goal of co-creating and managing placemaking activities throughout Downtown.
- Support capital improvements and maintenance of public spaces: Work cross-organizationally to identify capital improvements that would support placemaking in public spaces and assist with implementation. Support existing staff in identifying and reporting maintenance issues in existing public spaces.
- Monitor and benchmark placemaking and program events: Monitor, track and measure the effectiveness of placemaking activities and events through appropriate metrics and analytics, including analyzing and formatting data for presentation to executive audiences.

Interest, Work Experience and Skills Desired

This position requires a combination of skills, experience and education including, but not limited to the following:

- A Bachelor's degree in a related field.
- The ability to thrive and work effectively independently and as a part of a team.
- An exceptional level of detail orientation, the ability to prioritize and organize multiple projects, meet deadlines, problem-solve, and multi-task.
- Strong written and verbal communication skills are necessary.
- Ability to be resourceful, solve problems and handle stress.
- A commitment to or passion for vibrant Downtowns that are diverse, inclusive, and accessible.
- Proficiency in Microsoft Office (Outlook Excel, Word and PowerPoint) is required.

Schedule and Location

Office hours during the day with nighttime and weekend coverage for events as needed. Work will be done predominantly in a Downtown Atlanta office.

Position Classification and Compensation

This is a full-time, Non-exempt position with a salary range between \$40,000-\$45,000 annually, commensurate with experience. Employment, including benefits, is provided through Central Atlanta Progress, Inc. (CAP) and offers employees a competitive benefits package, including health insurance, dental insurance, short-term disability, and a 401(k) savings program. CAP is an equal opportunity employer and will consider all qualified applicants for employment without regard to age, disability, religion, creed, political affiliation, race, color, sex, marital status, sexual orientation, or national origin. Full COVID-19 vaccination is required.

Physical Demands

The physical demands described here represent those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions. While performing the duties of this job, the employee is frequently required to sit, stand, and reach with hands and arms. The employee is required to lift and/or move up to 20 pounds.

Applicant Instructions and for Further Information

Interested applicants should e-mail a letter of interest and their resume to Sid Jackson, sjackson@atlantadowntown.com. Only those applicants deemed qualified will be contacted. No phone calls, please.