



Community Outreach & Communications Coordinator

The Community Outreach & Communications Coordinator is a newly created entry-level position in the Marketing and Communications team at National Landing Business Improvement District (BID). This role is responsible for acting as the liaison for all BID-related community and business outreach and engagement. They will also support communications efforts to help enhance the profile of National Landing on a local and national platform. This person will actively participate in strategically shaping and growing the role of the BID across the community and with local businesses. The ideal candidate will be a self-starter with strong time management skills, attention to detail, and the ability to communicate effectively between multiple stakeholders and executives. They will be strategic and collaborative, and someone that thrives in a fast paced, results-oriented environment. This person will report directly to the VP of Marketing & Communications.

Primary Job Responsibilities:

- Act as the BID's liaison with all small businesses and commercial tenants providing consistent and clear access for all businesses to communicate priorities, concerns, and questions and help administer programs
- Work with VP Marketing & Communications to strengthen hospitality, tourism and retail/restaurant sectors through outreach and engagement of marketing and promotional programs
- Act as community liaison responsible for community engagement efforts and relationship building across the BID district
- Support BID events programming and logistics with marketing and communications strategies as well as on-site presence, as needed
- Inventory businesses and develop and grow a comprehensive contact management system for all National Landing commercial tenants, retailers, and restaurants
- Support content creation and curation across communications and marketing channels including website, social media and email marketing
- Help draft press materials or news related content, maintain updated editorial calendars and compile media list databases
- Assist with social media and marketing campaigns and initiatives as needed

Required Skills/Qualifications

- Bachelor's degree in a related field is required
- At least two years of relevant work experience with any communications, marketing, business or community outreach
- Strong writing, editing and project management skills
- Excellent communications, interpersonal and organizational skills
- Ability to manage multiple projects, meet deadlines and work collaboratively in fast-paced environment
- Experience using Adobe creative products (Photoshop, Illustrator, InDesign); Microsoft Office; Google Workspace
- Graphic design or video production skills a plus

- You are enthusiastic and enjoy working in a dynamic, flexible, fast-paced environment

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 provide 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@nationallanding.org with a subject line of "Community Outreach & Communications Coordinator" **no later than, Tuesday, June 15, COB.**

ABOUT National Landing BID

The National Landing Business Improvement District is a non-profit organization that thrives on its strong private-public partnership with Arlington County and local property owners. Formerly known as the Crystal City BID from 2006 to 2020, this membership coalition continuously promotes and activates the local business, retail, restaurant, and residential community through placemaking, public art, transportation, economic development, events, marketing and promotion. The Crystal City BID officially expanded its boundaries in 2020 and is now known as the National Landing BID unifying the interconnected and thriving neighborhoods of Crystal City, Pentagon City, and Potomac Yard in Arlington, Virginia. This includes more than 26,000 residents, nearly 12 million square feet of office space, approximately 5,500 hotel rooms and over 450 restaurants and shops.

Already Virginia's largest walkable downtown, National Landing is in the midst of an exciting transformation 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. The National Landing BID is helping to steer this growth in ways that are sustainable and enhance the area's diversity and livability. For more information, visit on [Twitter](#), [Facebook](#) and [Instagram](#).

Despite the current pandemic, the National Landing area is on the cusp of a massive transformation with billions committed in public and private investment, Amazon's selection as a second headquarters location, and a vibrant residential, hotel, and business community. The BID is strengthening the experience and identity of this urban center through placemaking, public art, transportation, economic development, events, and marketing/promotion.

The organization has undergone a major overhaul in the last two years. Since August 2018, the organization has hired a new Executive Director, completed a comprehensive strategic planning process, launched the area's new name and brand identity, successfully expanded the BID's geographic area by 76% percent, and welcomed a nearly \$2 million increase in annual budget effective July 1, 2020. With this geographic, programmatic, and budgetary expansion, the BID is anticipated to more than double the size of its current operation.

Check out how National Landing is an urban center, reimagined, and how three neighborhoods are stronger together through this [1 minute VIDEO](#).



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