



Events Associate

The Events Associate is a key member of the marketing, communications, and events team at National Landing Business Improvement District. They are among our most passionate and creative event planners, responsible for delivering engaging events and programming in one of the fastest growing districts in the region.

The person in this **temporary (6-month), part-time, hourly role (20-30 hours per week)** will work actively with the team to evolve, transform, and refine an existing lineup of exciting events in National Landing. Upon completion of the 6-month period, the role has the potential to be extended or transitioned to full-time status pending evaluation and organizational needs.

The Events Associate works in collaboration with colleagues to deliver can't miss experiences to neighborhoods across National Landing.

The ideal candidate is a self-starter and innovative thinker, has unmatched attention to detail and project management skills, and is a proven leader in the live events industry.

The Events Associate thrives in a fast-paced, strategic, and collaborative environment. This person should be a highly motivated and organized individual who can manage simultaneous projects, programs, and deliverables, efficiently and effectively. This person will report directly to the Director of Marketing & Communications.

Primary Job Responsibilities

- Develop, design, and implement a portfolio of events, activities, and programming; as project; ensure high quality production value and expanded reach for events as event project manager
- Working with vendors, property owners, Arlington County government, and other partners, manage procurement, contracts, licensing, and permitting for BID events
- Assist in building and maintaining strategic partnerships and sponsorships to maintain the BID's mission
- Work closely with events, marketing, and communications team to deliver visually appealing, brand-aligned, sustainability-forward event décor, design, backdrops, immersive experiences, and swag
- Work closely with colleagues across the organization to coordinate strong marketing, promotion, communications for portfolio of events
- Schedule, plan, and lead kickoff meetings, status meetings, vendor/partner/sponsor coordination meetings, and debrief meetings for all events within portfolio
- Provide direction to any event support staff, peers, and leadership for event setup, execution, and breakdown
- Create, update, and manages event briefing memos and documents, ensuring that colleagues have direct access to up-to-date status information of events

- Provide as-needed event support for quarterly Board meetings, Annual Meeting, and any other BID business events
- Work closely with Events Manager to co-manage full portfolio of BID events, working together to deliver a full suite of annual events, providing peer coverage and support as needed
- Work alongside Director, colleagues to create and launch new events and activations
- Measure impact and set benchmarks for event performance; analyze successes and challenges to optimize future event performance
- Frequently manage relationships with external vendors and partners
- Attend external meetings and serve on committees as assigned
- Other duties as assigned

Required Skills/Qualifications

- Bachelor's degree and at least five years of relevant work experience in a relevant field
- Flexible, adaptive, and interested in working in a range of planning areas, from vendor relations to permitting and security
- Strong project and people management, problem solving skills
- Enthusiastic about events and activations, with a proven ability to deliver unforgettable experiences
- Excellent communications, interpersonal and organizational skills
- Passion for placemaking, urban planning, architecture, beautification and public space preferred
- Ability to manage multiple projects, meet deadlines and work collaboratively in fast-paced environment
- Experience using Microsoft Office Suite, G-Suite, CMS, Eventbrite, Mailchimp, Adobe Creative Suite, and special event planning software
- A valid driver's license is required for purposes of operating company motorized vehicle (owning a car not required)
- Thrives in working in a dynamic, flexible, fast-paced environment

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 portfolio/work samples and resume to careers@nationallanding.org with a subject line of "Events Associate."

About the National Landing Business Improvement District

The National Landing BID a nonprofit 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