



Events Manager

The Events Manager is a member of the Communications, Marketing, Events + Community Engagement team at National Landing BID. They are responsible for imagining and executing new event concepts, strategies and high-impact activations that drive brand awareness, attract business opportunities and grow engagement for National Landing and its growing momentum both locally and nationally. This role reports directly to the Vice President of Communications and Marketing.

We are searching for an enthusiastic event manager with a "can-do" attitude to assist our organization in hosting events that enhance our organization and area's image as a prominent signature destination in our region. This role is responsible for developing and implementing the full suite of BID events and activities programming (more than 300 annual events/programs). The role will also focus on creating and leveraging activations to enhance public spaces and underutilized lots to enhance placemaking and vibrancy, working closely with the Planning & Development team. The event manager will be tasked with concepting and executing creative event ideas, planning and managing our annual events' calendar, negotiating quotes and agreements with vendors, assisting with event marketing, monitoring timeframes and budgets, networking, and delivering on event objectives. Your creativity, organizational skills, and vision will assist our organization in amplifying brand visibility, identifying sponsorship and revenue generating opportunities and improving our organization's growth through events and programs that effectively communicate and align with goals and values of our organization.

The ideal candidate for this role should demonstrate exceptional organizational abilities, superb interpersonal skills, multi-tasking skills, and excellent time-management. The Event Manager should reinforce client-to-business relations, improve the organization's image, and effectively deliver on event objectives.

Event Manager Core Responsibilities:

- Brainstorming and implementing events and concepts
- Handling budgeting and invoicing
- Liaising and negotiating with vendors
- Identifying and negotiating sponsorship deals or partnership opportunities
- **Building relationships with property owners, business owners, and community stakeholders**
- Handling all event logistics
- Obtaining permits
- Developing event feedback surveys and handling post-event impact reports

Required Skills:

- Excellent problem solving, interpersonal and customer relations skills, as well as risk management experience.
- Requires initiative, diplomacy and the ability to interact with a variety of internal departments and external parties, including contractors and personalities in pressure situations.

- Ability to direct event operations, contractors and/or volunteers in delivering varied event services or needs.
- Ability to read and interpret diagrams to determine use of space and square footage, as well as proficiency in various event software.
- Ability to establish and maintain effective working relationships both internally and with contractors, partners, sponsors, property owners and community stakeholders.
- Ability and willingness to work extended hours and varying work schedules (e.g., evenings and weekends), meet tight deadlines and handle concurrent planning and execution of multiple events.
- Creative thinker and doer with a passion for events with knowledge of the latest trends and best practices that drive audience growth and engagement.
- Ability to multi-task and prioritize projects, with strong organizational skills.
- You are enthusiastic and enjoy working in a dynamic, flexible, fast-paced environment.

Required Qualifications

- Bachelor's degree with major coursework in business administration, events, public relations or marketing, hospitality or another related field.
- At least five years of significant event industry or customer-oriented hospitality or marketing industry experience.
- Experience with sponsorship or partnership development and management.
- Proficiency in Microsoft Office Suite and any experience using events-based platforms or software (e.g. AutoCAD, Social Tables, etc.).

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 Events Manager.

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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