

Playhouse Village

Communications & Community Engagement Specialist

If you love culture and the arts, and are passionate about small businesses, this is the job for you. The Playhouse Village Association (PVA), a non-profit corporation formed in 1996, is dedicated to managing and marketing Playhouse Village as Pasadena's center for culture, commerce and community. In 2001, a coalition of PDA members, property owners and business owners formed a Property-Based Business Improvement District (PBID). The PBID pools private dollars to fund activities and services in the 34-block Playhouse Village area which is governed by an 11-member board of directors representing the district's property owners, businesses and institutions. Additional information about the Playhouse Village Association is available online at playhousevillage.org.

The Playhouse Village Association is looking for a Communications & Community Engagement Specialist that is a creative, highly motivated, independent, out-of-the box thinker and team player able to juggle various projects simultaneously. This role is responsible for providing community-building relations and digital communications support to advance the goals of the PVA. The Communications & Community Engagement Specialist serves as the voice of our brand and engages our diverse stakeholders – consumers, property owners, local businesses, major cultural and educational institutions, and residents – through a variety of outlets from online and social media to in-person interaction and events. This position leverages personal enthusiasm to engage local businesses and institutions, and collaborates to develop and execute initiatives to market the neighborhood and its assets as well as BID services to visitors, locals, and those who work in the area. This position will also assist in the coordination and day-of support of special events.

ROLE AND RESPONSIBILITIES

Digital Communications

- Oversee daily content creation and management of existing and new social media platforms promoting PVA programs, events and business activities
- Create content from copy writing to creating photos and videos for placemaking storytelling on social media and other communication channels (e.g. film or photograph content for Instagram reels)
- Stay up to date with the latest social media best practices and trends
- Write e-newsletters and blog posts, including developing content and soliciting merchant involvement
- Update the website with PVA events, projects, and business information
- Populate online event calendar and update the kiosk sign with stakeholder events
- Track, analyze, and report on digital media metrics across all communication channels
- Organize and maintain marketing communications assets library

Community Engagement

- Collaborate with Marketing & Membership Manager on development and execution of initiatives and events that support local businesses and cultural institutions
- Establish productive working relationships with community stakeholders, property managers, businesses (including restaurant & retail managers), residents, and external partners (e.g., stop by local businesses for occasional impromptu check-ins to see how things are going)
- Promote and encourage business community involvement in PVA-sponsored activities and initiatives including networking and special events, Annual Meeting, and other special projects
- Assist the Marketing & Membership Manager in the development, production, and implementation of city-wide shop local campaigns in partnership with city, visitors bureau, and other local BIDs

Media Relations

- Maintain media contacts database including online calendar listings
- Monitor media coverage and post to digital outlets

Event Support

- Provide PVA event planning, promotion, and day-of support
- Work nights and weekend in concert with event schedule
- Manage PVA social media platforms at in-person events
- At times requires the lifting of light boxes containing marketing collateral and other event-related materials

EXPERIENCE & SKILLS

- Bachelor's Degree in communications, marketing, business, or similar program preferred, or similar work experience within marketing communications for social platforms
- Background in digital strategy, with experience including day-to-day work in content creation, monitoring, and publishing
- Excellent oral and written skills to communicate with a range of target audiences through a variety of platforms
- Strong relationship-building approach and ability to work with internal and external stakeholders at all levels
- Creative out-of-the box thinker who is constantly looking for new ways to engage with stakeholders
- Self-starter with a constant desire to improve and remain innovative in an ever-evolving social media landscape
- Team player and proactive problem solver, ready to contribute to a small team
- Photoshop, iMovie, Illustrator and/or other graphic design knowledge a plus (willingness to learn basic editing skills required if no experience)
- Familiarity with Downtown Pasadena helpful
- Passion for business district/downtown revitalization a plus

COMPENSATION & BENEFITS

- The target hourly pay rate for the position is \$23-\$25 based on experience. You may include salary expectations commensurate with your experience and education, which will be taken into consideration.
- Full-time non-exempt position.
- This role is based in Pasadena with some flexibility for hybrid in-office/remote work flow. Job duties for this position do require regular on-premise interaction with businesses and access to events.
- Benefits package includes:
 - Medical insurance
 - Dental insurance
 - Vision insurance
 - Paid time off (PTO)
 - Sick leave time
 - Holiday pay
 - SIMPLE/IRA retirement plan

REPORTS TO

Marketing & Membership Manager

HOW TO APPLY

E-mail samples of prior social media work and a resume with a cover letter to info@playhousevillage.org.