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**Position:** Events & Activations Manager  
**Salary Range:** \$75,000 - \$95,000 (exempt, salaried position) plus benefits  
**Reports To:** The Director of Marketing & Events  
**Location:** In-Person at DSFP's offices in Downtown San Francisco  
**Deadline:** Friday, February 10, at 5 pm (resume & cover letter

### This Position Could Be You If:

- Have a passion to see San Francisco succeed and want to be a part of its recovery
- You love exploring urban environments and finding hidden gems to share with others
- You enjoy organizing events and activities for a diverse range of audiences
- You see opportunities to create a sense of place in plazas, alleys, streets, storefronts
- Making impactful changes in public spaces brings you joy
- You want to work with a passionate team of professionals who believe in bold innovations

### Position Summary

Reporting to the Director of Marketing & Events, the [Events & Activations Manager](#) will initiate, plan, execute, and evaluate the placemaking activations and organizational events in support of the organization's mission and goals. The Events & Activations Manager is a new position within the marketing and events department that will serve as a lead project manager by implementing special public events, stakeholder events, street activations, pop-ups in vacant spaces, public art curation, and other placemaking activities. The Events & Activations Manager will interface with the operations department to ensure cleaning and safety services are deployed in a welcoming manner. This position will build and engage community partners and vendors to curate programming to draw people to downtown San Francisco. Effective hands-on site logistics coordination, community building, and permit compliance are important roles for the position.

### Planned Events for 2023 Include

- *Let's Glow SF (December)*, the largest holiday projection mapping festival in the U.S.
  - o Manage all aspects of event planning and logistics by leading the team planning meetings, securing building and site locations for projections and art sculptures, obtaining all necessary permits, working with the operations team to deploy cleaning and safety services, and implementing festival programming.
- *Spring Art Block Party (April or May)*, a new activation being planned that will feature art demonstrations and music

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- o Curate local art and performance partners, obtain necessary permits for the street closure, order and help install any site equipment, seating, decorations, etc.
- *Drag Me to Downtown Pride Celebration (June)*, a new activation being planned and will feature local drag performances
  - o Same duties as above.
- *Bastille Day on Belden (July)*, a French-themed activation to support the restaurants along Belden Place
  - o Curate live music, order and install decorations, and assist with business engagement.
- *Bands on Battery (May through October)*, a summer music lunchtime series on our new public space “Battery Bridge” which contains a 1,900 sq ft ground mural
  - o Curate music 2-3 days per week, be on site to place equipment, engage with the safety team to set up tables & chairs, and provide a welcoming presence.
- *Annual Meeting & Downtown Achievement Awards (November)*, an evening with cocktails and bites to celebrate the year’s accomplishments, provide an engaging speaker, panel, or program, and give out awards to recognize district stakeholders
  - o Book the venue, food & beverages, and manage program development.
- Others are to be determined based on capacity and budget

### Position Duties

- Create memorable experiences through placemaking activations for workers, visitors, and residents alike
- Manage all aspects of event management and project planning including leading team meetings, producing site layout, logistics and equipment, setup, and teardown
- Obtain all necessary permits (street closures, food, sound, etc.) and oversee permit compliance
- Set up sound equipment, signage, tables and chairs, decorations, etc.
- Source and manage vendors and maintain relationships with them to implement site needs
- Build community partnerships to curate programming
- Determine and order supplies and equipment needed for production within budget
- Work with artists and cultural institutions to curate murals and rotating sculptures
- Work with property owners and managers to curate retail and art pop-ups in vacant spaces
- Support the Deputy Director to implement projects identified in the Public Realm Action Plan
- Engage with businesses to inspire event participation
- Develop new events to engage with district stakeholders and initiatives
- Other special projects and duties as assigned

### Position Expectations

- Think strategically, keeping the big picture and broad organizational objectives in mind, while also being detailed oriented

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- Demonstrate emotional intelligence and self-awareness, inspire confidence and trust, and welcome feedback
- Comfortable working in a small, highly-collaborative, cross-functional organization where delegation and hands-on participation are needed to support organizational goals
- Ability to exercise initiative to identify and solve problems with drive, flexibility, resourcefulness, and creativity
- Work well under pressure and adapt easily to changing situations and priorities, while exercising good judgment and staying focused on overarching goals
- Interact in an effective, tactful, and professional manner and respond promptly to requests
- Ability to analyze data and use critical thinking skills for logical reasoning
- Must be able to engage in a range of physical activities, including standing or sitting at a desk and walking (sometimes on uneven surfaces) for an extended period of time

### About the Downtown SF Partnership

The Downtown SF Partnership (DSFP) is leading San Francisco's recovery efforts by re-imagining the downtown post-lockdown to create a more mixed-use urban environment with hospitality and arts & culture at the forefront driving new economic opportunities. DSFP firmly believes that Downtown SF is everyone's neighborhood and should be celebrated as a place to do business, discover, and create memories for workers, visitors, and residents alike. DSFP recently published the Public Realm Action Plan, which provides a roadmap and strategies to do just that. Several pilots have been launched as well, which includes Let's Glow SF. The 10-night projection mapping festival brought 51,000 people downtown and created a \$3M economic impact in December 2022.

Formed in 2020, the Downtown Community Benefit District DBA "Downtown SF Partnership" manages the 43-block area that serves the Financial District and Jackson Square by providing supplemental services to properties and businesses, which include enhanced cleaning and safety services, traffic mitigation, marketing and promotion, and public realm improvements. The Downtown SF Partnership is funded by property assessments (\$4.2M/year) and as a 501c3 non-profit organization can seek donations, sponsorships, and grants.

**Our Mission:** We lead the way in building a thriving downtown where business gets done, people feel welcome, come to explore, and make memories.

**Our Values:** Collaboration, Entrepreneurialism, Impact, Celebration

### Requirements/Qualifications

- A Bachelor's Degree in marketing, communications, business, urban planning, or a related field
- At least 3 years of experience working in event management, production, or public space activation
- Strong project management and creative skills are needed to make a positive impact
- Ability to lead project planning meets, create and follow deliverables, and produce outcomes
- High level of understanding of public space activation and management

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- Demonstrated experience producing special events with all audience ranges and sizes
- Experience working for a community benefit district/business improvement district, nonprofit, municipal government, property management, or related is a plus
- Familiarity with how to work with city departments and agencies to execute permitting
- Excellent implementation and execution skills
- Ability to use qualitative and quantitative data for storytelling and drive decision making
- Ability to work independently
- Advanced skills in Microsoft Office & Google Suites required
- Experience with databases and CRMs
- Excellent interpersonal relationship-building and public speaking skills
- Applicants must be eligible to work in the United States

### Position Specifications, Compensation & Benefits

**Salary Range: \$75,000 - \$95,000 (depending on experience and qualifications)**

The Downtown SF Partnership offers a competitive salary commensurate with experience and skills, and a comprehensive benefits package that includes 100% employer-paid healthcare, dental and vision plan, 2 weeks PTO, 14 paid holidays, additional PTO week between Christmas and New Year's, up to \$280 monthly pre-tax commuter benefit, 401k plan with a 3% employer match, life insurance policy, and eligibility for employee bonus incentive program. The organization also offers opportunities to attend conferences, workshops, and community networking events.

**Hours:** While work hours are typically 9:00 a.m. to 5:00 p.m., Monday through Friday, evenings and weekend work may be required for special events and activations. Work shall be conducted at the DSFP's offices.

The position will report to the Director of Marketing & Events but may take direction from executive leadership. There are no direct reports for this position.



### To Apply

Downtown SF Partnership is an equal-opportunity employer and welcomes candidates with diverse backgrounds and life experiences.

To be considered for this position, you must send a **resume** AND **cover letter** to Robbie Silver, Executive Director at [careers@downtownsf.org](mailto:careers@downtownsf.org) with "Events Manager" in the subject line. Resumes without a cover letter will not be considered.

**The deadline to apply is Friday, February 10, 2023, at 5 pm.**

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