

# VILLAGE ALLIANCE

## DIRECTOR OF BUSINESS PARTNERSHIPS + ENGAGEMENT

The Village Alliance is seeking a proactive and entrepreneurial Director of Business Partnerships + Engagement to join our team on-site in Greenwich Village. This person will be the communications lead and a primary face for the Alliance in the community, owning event planning, brand management and community engagement. The ideal candidate will build face-to-face relationships with our independent retailers and develop impactful programs and events to support them.

### Duties and Responsibilities

- Plan and execute programming and events, developing event budgets and seeking collaborative partnerships and support.
- Innovate ways to make events revenue-neutral or profit-generating through ticket sales, sponsorships, and other creative methods.
- Oversee commercial activations in public plazas and manage the Village Access, light pole banner, and sponsorship programs.
- Draft internal and external communications, including newsletters, reports, pitch decks, and presentations.
- Manage the Village Alliance's website and social media accounts.
- Identify and cultivate external partners through sponsorship, special projects, and advocacy engagements.
- Oversee the production and distribution of print and digital collateral for events and visitors.
- Develop the public art program and recruit world-class artwork for public spaces.
- Utilize a strong design eye to curate visual elements for events and activations and collaborate with designers to ensure cohesive branding and aesthetics.
- Establish and monitor Key Performance Indicators for events and programs, ensuring inventory control and maintenance of programming equipment.
- Manage vendors for design, printing, and event production as required.
- Recruit and manage production interns and event consultants/teams.
- Provide general support for community outreach, programs, and office administration.

### Qualifications

- 3-5 years in hospitality, event coordination, or a related field.
- Proven ability to plan and execute events from start to finish.
- Demonstrated experience in creating revenue-generating initiatives or events.
- Strong ability to think creatively and solve problems in challenging situations.
- Ability to manage multiple tasks and priorities effectively; formal project management training is a plus.
- Excellent verbal and written communication skills with a focus on customer service and stakeholder engagement.
- Experience in collaborating with designers to ensure cohesive branding and aesthetics.
- Ability to work well in a team and independently.
- Resilience to handle a variety of tasks in different environments, including outdoor settings and flexible schedules.
- Experience with permitting from NYC agencies is a plus.

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## Salary

The salary range for the Director of Business Partnerships + Engagement is \$80K-\$90K, commensurate with applicable skills and demonstrated experience. Please note that we will not consider candidates seeking salaries outside this range. The Village Alliance offers competitive benefits, including cell phone reimbursement, a generous holiday schedule, and healthcare, dental, and vision coverage.

## To Apply

Interested applicants should submit a single PDF document addressed to Scott Hobbs, Executive Director, at [careers \[at\] greenwichvillage.nyc](mailto:careers@greenwichvillage.nyc), with “Director of Business Partnership + Engagement” in the subject line. The PDF should include the following:

- **Resume/CV:** A comprehensive summary of your professional experience, education, skills, and relevant certifications.
- **Cover Letter:** A personalized letter highlighting your qualifications, accomplishments, and interest in the position. Clearly demonstrate how your skills align with the job requirements and why you would be a strong fit for the Village Alliance.
- **Portfolio (if applicable):** If you have relevant work samples or a portfolio showcasing your programming, event management, or design projects, please include them to demonstrate your capabilities and creativity.

Applications will be accepted until September 16, 2024. We encourage you to submit as early as possible for consideration. We will only be able to contact candidates selected for further review, and please note that only the first application received from each applicant will be considered. Thank you for your understanding, and we kindly request no phone calls or social media messages (including LinkedIn and Instagram).