



## **Marketing & Events Specialist**

Temporary, non-exempt, hourly (20 hours/week)

Duration: August 2022 – July 2023, with possibility of extension

### **Deadline to Apply:**

July 13, 2022

Ongoing, open until filled

### **About The U District Partnership**

The [U District Partnership](#) (UDP) is a nonprofit 501(c)(3) organization with a mission to serve all who work in, live in, and visit Seattle's University District by fostering and sustaining a vibrant, diverse, and healthy neighborhood. UDP's programs are evolving with the neighborhood as we provide services in several program areas: Economic Development, Urban Vitality and Placemaking, Cleaning, Public Safety, Homeless Outreach, Marketing, and Events. UDP is an independent nonprofit organization that is also partially funded by the U District Business Improvement Area (UDBIA) and serves residents, visitors, businesses and other stakeholders in Seattle's University District neighborhood.

### **About the Marketing & Event Specialist Position**

The Marketing & Events Specialist will report to the Marketing & Communications Manager and support the U District community by carrying out the goals of UDP. The Specialist will engage with the community, UDP staff and board, event vendors and contractors, and volunteers to help realize major public events hosted by UDP throughout the year and to grow awareness, maintain engagement, and drive growth for U District events and promotions.

UDP is seeking an organized, thoughtful team member who enjoys working within our diverse and developing community to amplify stories and grow the audience for the neighborhood. This position is part-time at 20 hours per week and may be expected to work additional hours in the weeks leading up to major events.

### **Duties & Responsibilities**

#### **Event Coordination**

UDP hosts five major public events each year, in addition to smaller events and promotions in the neighborhood. These events include the U District Street Fair, U District \$4 Food Walk, U District Cherry Blossom Festival, Seattle Boba Fest, and Summer Movies by the Bay. The Marketing & Event Specialist position will coordinate with the Marketing Manager, UDP staff, and contractors to oversee and promote these events in the U District.

- Assist with coordination of event logistics (entertainment booking, vendor and contractor communication, volunteer orientation, and other duties)
- Oversee planning documents to support task delegation and timeline management.
- Engage local businesses and support recruitment for event participation
- Recruit craft and food vendors for Street Fair
- Develop information packets, scripts, and communication materials for event stakeholders



- Distribute event materials and resources (information flyers, posters, menus) to local businesses
- Support the development of community engagement strategies
- Support the design and development of sponsorship proposal packets and reports under the direction of the Marketing Manager
- Periodic day-of event support on weekends, with dates coordinated in advance

### **Marketing & Communications**

- Use UDP and U District brand guidelines to maintain brand identity and integrity across all channels
- Create and edit engaging content including messaging, stories, photos, videos, collateral materials, and advertising
- Write media and press release materials, adapting language and tone for the audience
- Design advertising graphics to promote U District events and programs
- Support development of content calendars for external communications
- Maintain the U District Seattle event pages and work across staff teams to update website content and presentation. Contribute to website strategy for both the UDP and U District Seattle websites
- Help monitor and track performance of marketing programs, including through Google Analytics, social media analytics, and email marketing reports
- Collaborate with internal teams and community partners on mutual projects

### **Core Competencies**

- Excellent verbal and written communication skills
- Experience with project management, including the ability to organize and prioritize dynamic processes
- Ability to work effectively and build relationships with diverse stakeholders
- Strong analytical and reporting skills, with the ability to look at large-scale data and make assessments
- Good judgment and problem-solving skills
- Strong attention to detail and experience developing accurate written materials
- Proficient in word processing applications, spreadsheets, and presentation software
- Proficient in design software, including the Adobe Suite
- Flexible in a fast-paced setting, able to work and prioritize under deadline pressure

### **Desired Education and Qualifications**

- One year of progressively responsible experience in the field of event planning and/or marketing and communications
- Strong interest in nonprofit management, marketing and communications, and community events



**How to Apply:**

**Position:** Marketing & Event Specialist

**Reporting Relationship:** Marketing & Communications Manager

**Status:** Non-exempt, hourly (20 hours/week)

**Duration:** August 2022 – July 2023, with possibility for extension

**Hourly Rate:** \$25-\$28 DOE

Please submit your resume and letter of interest with the subject line **“Marketing & Event Specialist - Your Name”** to Pollyanna Yokokawa at [pollyanna@udistrictpartnership.org](mailto:pollyanna@udistrictpartnership.org). Please send attachments as PDFs, each labeled with your name. Applications will be accepted until the position is filled.

The U District Partnership (UDP) is an Equal Opportunity Employer. We celebrate diversity and are committed to creating an inclusive environment for all employees and participants. UDP encourages all interested persons to apply regardless of age, race, ethnicity, religion, sexual orientation, gender identity or expression, national origin, veteran, or disability status.