



Position Title: Vice President of Events and Public Space Activation

Reports To: President and CEO

FLSA Status: Salaried/Exempt

Formed by Downtown businesses, professionals, civic organizations, foundations, and residents, the Pittsburgh Downtown Partnership (PDP) develops and implements innovative programs, events and initiatives to enhance the Downtown neighborhood.

Position Summary

The Vice President of Events and Public Space Activation will work to ensure that Downtown Pittsburgh is a vibrant destination for employees, residents, and visitors by creating unique attractions and destination events throughout the year that encourage visitation and support the economic vitality of Downtown. The successful candidate will have a strong background in event production, both large and small, sponsorship development, and public space management to ensure that the Pittsburgh Downtown Partnership continues to lead Downtown's transformation with innovative programs that drive growth, vibrancy, and engagement. As a key member of the PDP leadership team, the Vice President will be responsible for developing and implementing a comprehensive event and programming strategy that activates our streets and public spaces. The VP will lead a team of staff and work with partners and vendors to create and execute high quality events and experiences that foster community, safety, and belonging for all in our region.

How to Apply

Please submit resume and cover letter detailing your relevant experience and passion for events and programming to: <https://pdp.bamboohr.com/careers/37?source=aWQ9Mjk%3D>

Essential Duties and Responsibilities:

- Lead a team to deliver all activations including PDP's signature large scale festivals like Picklesburgh, Light Up Night, and Oktoberfest
- Create memorable and engaging smaller scaled programming that encourages workers and residents to engage Downtown.
- Lead PDP's public space strategy development, short and long term, including international best practices and ongoing innovation and new ideas to consistently make Downtown a unique and interesting destination full of art, culture, and community.
- Lead PDP's efforts to program Market Square as the organization completes a \$15M renovation of this public space, integrating current events while also building new programs that ensure this space is a world-class destination.
- Develop partnerships and collaborations to program public and private spaces throughout Downtown, working with the public and private sectors to meet mutual goals of supporting Downtown's diverse community.
- Collaborate with the marketing team to ensure that all public space activations are marketed in a targeted, robust, and successful way ensuring that audience and visitor

goals and metrics are met and successful. This collaboration will include establishing priorities for marketing assets, pitch plans, social media, signage, and advertising in conjunction with internal marketing staff, partners, and sponsors.

- Develop budgets for parks and public space programming in partnership with our finance team.
- Lead PDP sponsorship program to identify and develop opportunities to maximize revenue and partnerships.
- Lead conversations with the President/CEO and staff to refine program plans and translate these plans into fundraising materials and outreach strategies for multiple platforms, including drafting proposals for foundations, presentations to corporate stakeholders and government officials.

Desired Characteristics and Requirements

- Minimum of a bachelor's degree and 10 years of experience in fundraising and special events required; proven track record of meeting and exceeding goals; bottom-line orientation; evidence of the ability to consistently make good decisions through a combination of analysis, experience and judgment.
- Experience working in fast-paced, complex environments with a high degree of organizational effectiveness.
- Ability to balance the delivery of programs against the realities of a budget; ability to solve problems, manage programs and be creatively resourceful.
- Self-starting strategic thinker who is comfortable working with ambitious goals and deadlines, and in being energetic, persistent, personable, detail- and team-oriented.
- Ability to represent the organization in external senior level meetings and work in a collegial fashion with the Board of Directors and staff.
- The applicant must possess exceptional written and verbal communication skills and an ability to relate to people of all ages and backgrounds.

Compensation

Salary: \$130,000 - \$150,000 commensurate with experience.

Benefits: Health insurance (95%), Flexible Spending Accounts, 401k, life insurance, short and long-term disability. Starting at 16 PTO/Vacation days and 13 paid holidays per year.

About the Organization:

Downtown Pittsburgh is essential to the region—the metropolitan heartbeat where business, culture, and entertainment intersect. Formed by Downtown businesses, professionals, civic organizations, foundations, and residents, the PDP develops and implements innovative programs and initiatives to enhance the Downtown neighborhood. We also promote and market this great urban center to millions of people as the region's premier destination to do business, to call home, or to visit for the best in shopping, dining, and entertainment. The PDP also stands as staunch advocates for all those who make Downtown part of their lives—from businesses to workers to residents.

The Pittsburgh Downtown Partnership is an Equal Opportunity Employer