

## Position Description



Hudson River Park Trust

### Public Programs

### **Manager, Marketing and Events**

Reports to: Vice President of Marketing & Events  
FLSA: Non-Exempt

Hours/Week: 37.5

Hudson River Park Trust (the “Trust”) seeks a highly motivated, personable, dynamic and action-oriented Manager of Marketing & Events to support the Public Programs department’s event programming, marketing, and event sponsorship initiatives. Reporting to the Vice President of Marketing & Events, the Manager will support the Director of Marketing & Events and the Director of Event Permitting & Sponsorship Sales with event curating and procurement, pre-planning and on-site production, park and event marketing/promotion, and event sponsorship.

#### ***Background:***

The Trust is a public benefit corporation created by act of the New York State Legislature and a 501(c) (3) charitable organization. The mission of the Trust is to design, construct and maintain a prominent, and very heavily used, four mile long waterfront park on the west side of Manhattan. The Park features landscaped public piers and display gardens, lawn areas, ecological planting zones, athletic fields, esplanades, docks, public sculptures and other special features. There are, in addition, commercial use and maintenance structures including Park concessions, rental buildings and Pier 40 which houses a large parking garage and the administrative and operations headquarters of the Trust. The Trust covers its \$28+ million annual operating budget through parking revenue, rents from commercial facilities, permits, fees, grants, donations generated by a “Friends” organization and other private sources. Approximately 75% of the Park has been constructed with a mix of State, City and Federal capital funding. Total investment in all facilities within the Park currently stands at approximately \$540 million. An estimated \$600 million of additional construction is anticipated with funding from governmental sources, philanthropic funds, grants, and the sale of development rights.

The Trust’s Public Programs department produces an annual program of free and low-cost cultural and recreational activities including health and fitness classes, music performance, children’s entertainment, performance and participatory dance, and outdoor movie screenings. More than 100,000 people attend events in Hudson River Park annually.

The Trust permits special event group activities including, but not limited to, performances, meetings, assemblies, exhibits, ceremonies, parades, athletic competitions, readings, or picnics involving more than 20 people.

#### ***Responsibilities/Duties:***

The Manager, Marketing and Events will undertake an assortment of daily administrative and logistical tasks and responsibilities in a support and coordination role including, but not limited to:

- Pre-planning, development and on-site production of Park produced in-house events;

- Development and implementation of marketing and promotion plans for the Park and for Public Programs Department -produced in-house events, as well as select third party special events;
- Development of post-season evaluations and program recommendations for Park produced in-house events;
- Co-manage six to eight part-time seasonal event staff for the on-site production of Park-produced in-house events;
- Administrative support for Park-produced in-house event programs budget;
- Production of event sponsorship prospecting and sales materials;
- Coordination and on-site implementation of event sponsorship programs' deliverable assets and activation;
- Production of event sponsorship programs post-season recaps;
- Engagement and relationship building with sponsors and event vendors;

***Required Education & Experience:***

- Bachelors of Arts or Science degree, with concentration in marketing, communications or event planning preferred
- Minimum two years of relevant marketing and events experience
- Understanding of event production and logistics, digital and print marketing and promotion, budgeting, and sponsorship sales/activation
- Demonstrated ability to work effectively with vendors, sponsors, and event producers
- Willingness to work outdoors in all weather and be on-site at events outside of normal business hours, e.g. nights and weekends, ability to stand & walk for prolonged periods of time
- Ability to lift and carry event related materials and equipment up to 25 pounds
- Valid driver's license with a clean history

***Essential Traits:***

- Positive Attitude
- Excellent Communicator
- Outstanding Work Ethic
- Thorough/Detailed/Organized
- Collaboration/Congeniality
- Time Management
- Ethical Conduct
- Strategic Thinking/Decision Making
- Problem Solving/Analysis

***Compensation / Benefits:***

Competitive annual salary of \$45,000 - \$55,000. Excellent benefits package including: paid holidays, vacation, sick and personal time, medical, dental and vision insurance, and participation in New York State Pension System.

***Application Process:***

Interested applicants are to submit a cover letter outlining their interest in this position and a resume to Kate Yarhouse, Director of Human Resources at [resumes@hrpt.ny.gov](mailto:resumes@hrpt.ny.gov). Indicate Job Code: ME 2018 in the subject line of the email.

More information on the Hudson River Park is available at [www.hudsonriverpark.org](http://www.hudsonriverpark.org).

**The Hudson River Park Trust is an Equal Opportunity Employer**

*Pursuant to Executive Order 161, no State entity, as defined by the Executive Order, is permitted to ask, or mandate, in any form, that an applicant for employment provide his or her current compensation, or any prior compensation history, until such time as the applicant is extended a conditional offer of employment with compensation. If such information has been requested from you before such time, please contact the Governor's Office of Employee Relations at (518) 474-6988 or via email at [info@goer.ny.gov](mailto:info@goer.ny.gov).*