



Opening Date: 10/1/2020
Closing Date: Open Until Filled

Vacancy Announcement #62-20 Manager, Program Development

SALARY: NEGOTIABLE

DC Residents Preferred

EVENTS DC

Engage, Excite, Entertain.

Events DC is the face of conventions, sports, entertainment and cultural events within our nation's capital. As the official convention and sports authority for the District of Columbia, Events DC leverages the beauty, history and diversity of the most powerful city in the world to attract and promote an extensive variety of events, resulting in amazing experiences for residents and visitors alike, and generating economic and community benefits for the city.

Our success comes by focusing on divisions that reflect three lines of business: Conventions and Meetings, Sports and Entertainment, and Creative Services, where we make a range of strategic investments in the region's marquee sports, entertainment and cultural properties. Each division is driven by the desire to bring stellar events to Washington, DC by providing superior customer service to our clients and visitors.

SUMMARY DESCRIPTION

The Manager of Program Development will provide creative direction, strategic vision, and editorial writing to drive efficiencies and establish and meet success metrics for programs/events (projects). The incumbent will help manage the creative component of assigned projects to ensure that they are completed from conception to execution, while leading the charge in the creation of written copy and research for the success of all projects. Professional, clear and descriptive writing will be done for a diverse portfolio of formats, including for marketing and creative content on the web and social media, for each project.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or logical assignment.

- Collaborate with team members in the management of the development of events/programs (projects).
- Write and present material for projects, including presentations for the Chief Creative Officer.
- Manage talent, external partners, and vendors, as assigned, including external design resources/partnerships to execute and oversee multiple design and development projects simultaneously.
- Meet all project deadlines and provide quality control on all completed projects to ensure design quality, and production accuracy.
- Review and assist in developing service proposals while with management teams to determine need.
- Facilitate creative project kickoffs to include leading brainstorming sessions with creative team.

- Manage daily tasks tied to creative production of written material to include troubleshooting issues that could slow down the process.
- Recognize overall project objectives and execute design/communication in a way that satisfies the ideal user experience to meet those project objectives.

SKILLS, KNOWLEDGE AND ABILITIES

- Proven success in descriptive, clear, and concise writing, with strong background in conceptual and creative writing, storyboarding/visual storytelling, and marketing skills required (examples must be submitted with resume/application.)
- Strong knowledge of grammar and composition rules for developing, editing and proof-reading material required.
- Thorough understanding of creative concepts and executional strategies to create smart resourcing plans that lead to creative excellences and fiscal project health.
- Ability to prioritize work, work independently and balance multiple projects and work in a fast-paced team environment, and work some nights and weekends, as required.
- Self-driven with a high work-standard and a proven ability to innovate, work proactively to identify new marketing opportunities and to think critically.
- Excellent communication and customer service skills and an ability to maintain professionalism and a positive attitude in a fast-paced team environment.
- Ability to function as a partner, team player and go-to creative resource for all types of projects, from largest to smallest.
- Proven track record as effective team leader.
- Attention to detail with emphasis on accuracy/quality and a critical eye for design aesthetics.
- Knowledge of both Macintosh and PC platforms, and an ability to troubleshoot basic hardware and software issues.
- Advanced knowledge in Adobe Creative Suite, Sketch, Slack, Zoom, and other related design/production tools including Acrobat and Microsoft Office Suite a plus.

CORE COMPETENCIES (MANAGER & DIRECTOR)

- Leadership
- Human Capital
- Strategic Thinking
- Operational Effectiveness
- Financial and Expense Management

MINIMUM QUALIFICATIONS

- Bachelor's Degree from accredited college or university
- 5 years of experience working in copy writing, the coordination or management of events or communications/public relations.
- Professional writing and data analysis or research required.
- Advanced skills in Adobe Creative Suite and other applicable writing and design applications.
- Advanced knowledge of design aesthetics and production requirements for print and digital media channels, and a solid understanding of brand marketing and user-centered best practices preferred

REQUIREMENT

- All positions require candidates to successfully complete our background screening process

In an effort to protect our environment from paper waste all candidates must apply on-line on our website:

<http://careers.wcsa.com/employment/application.aspx>

Computers are available in the Labor and Contractor Office (Access Control) at 1116 7th Street NW
 Monday – Tuesday and Friday – 7:00 a.m. – 11a.m.
 Wednesday and Thursday – 8:30 a.m. – 3:00 p.m.

**Washington Convention & Sports Authority T/A Events DC
Human Resources Department
801 Mount Vernon Place, NW
Washington, DC 20001**

All candidates will be considered without regard to race, color, religion, sex, age, national origin, marital status, disability or sexual orientation.