

Manager of Public Art & Creative Activation Golden Triangle BID

Status: Full-time, exempt employee
Location: Hybrid, with offices in downtown Washington DC
Reports to: Director of Public Art & Creative Activation
Deadline: Apply by mid-November for best consideration.



About The Golden Triangle BID

The Golden Triangle Business Improvement District (BID) is an award-winning nonprofit 501(c)6 corporation that works to enhance the Golden Triangle—a 44-block radius that stretches from Washington, DC’s Dupont Circle to Pennsylvania Avenue. The BID is home to the commercial offices of major businesses and nonprofits, and more than 500 of DC’s best restaurants, retailers, hotels, and National Park Service parks. It borders major attractions including the White House, Black Lives Matter Plaza, and George Washington University.

Founded in 1997, the BID enriches the neighborhood through public space improvements, economic development initiatives, promotions, and outdoor events. It works on behalf of the local business community to support public art, and community programming, marketing, and economic activities in the designated area, as well as enhance cleaning, safety, and homeless outreach functions. The BID envisions a vibrant downtown DC that encourages reinvestment in the neighborhood and keeps visitors and stakeholders engaged and returning. Its activities are funded from an assessment of the neighborhood’s property owners, which raises more than \$5 million annually. Learn more at www.goldentriangledc.com.

In recent years, the BID has gained international recognition for its development of the Golden Triangle as a destination for design and culture. Award-winning public art projects, public spaces activations, environmental conversions of bio-retention landscaping, park design, and visual transformation of the Connecticut Avenue and 19th Street streetscapes have made Golden Triangle a highly desirable destination for commercial offices, retail, and visitors.

Prior to the pandemic, the BID envisioned evolving the area from a central business district to a mixed-use neighborhood with increased housing options and retail opportunities. As in many urban centers, COVID-19 and its resulting shift to remote work has reshaped daily traffic and use patterns in business districts, which has expedited the BID’s pre-pandemic vision. As part of DC’s economic recovery plan, the BID is collaborating with DC Mayor Muriel Bower, the DowntownDC BID, and the Federal City Council to [reimagine downtown](#) as a mixed-use area that benefits all residents and businesses through housing and job creation, and a robust tax base for the District. A [new strategic plan](#), adopted in 2022, complements this strategy and will guide the organization’s evolution through COVID recovery and the next five years.

Position Overview

The Manager of Public Art & Creative Activation manages and implements a broad range of programs and projects that enhance the vitality of the Golden Triangle neighborhood. This position will support the BID’s efforts to use art and design to redefine DC’s post-COVID era.

This position is involved with public art and creative activation efforts that are designed to enhance and activate public spaces within the neighborhood including parks, sidewalks, and other open spaces. The recent strategic plan outlines three core objectives:

- Bring more vitality and activity to the Golden Triangle's streets by helping to attract and create engaging uses throughout street-level spaces.
- Activate spaces within the Golden Triangle with welcoming, fun, and inclusive programming, giving employees, residents, and visitors a district where the outdoors can be enjoyed by all.
- Design and install improvements that create inviting and unique places in the Golden Triangle and reinforce the district's transformation into a more mixed-use neighborhood.

The Manager of Public Art & Creative Activation will work to support the BID's aim to use temporary public art, performances, creative partnerships, and events to advance strategic economic development and visibility of the neighborhood. Reporting to the Director of Public Art & Creative Activation, the Manager will provide administrative, project, and event management support to a portfolio of projects including leveraging small, local, and diverse retail to activate vacant storefronts and lobbies; presenting performances and programs to draw employees, residents, and visitors to Farragut Square, pocket parks, and other green spaces; bringing whimsical and interactive elements to public spaces (e.g. [Golden Haiku](#), a perennial favorite); and continuing to integrate large, ambitious temporary and permanent public art throughout the Golden Triangle.

The successful candidate will be an organized professional with experience executing projects, initiatives, and events in a variety of settings, such as public spaces, live theater or music performances, festivals, or other creative initiatives. They will demonstrate strong skills in planning, project management, administration, and stakeholder engagement.

Key responsibilities for the position include:

Manage Public Art and Creative Activation Initiatives

- In partnership with the Director of Public Art and Creative Activation, implement the BID's strategy to activate parks, sidewalks, and other public spaces through permanent and temporary art, cultural events, space improvements, and pop-up and activations in vacant retail and lobbies.
- Coordinate public art and placemaking project sites and events; engage partners; and support commission processes to select artists, designers, and other creatives.
- Execute relevant events, including supporting project and budget management, developing run of show, and managing relationships with presenters, vendors, and sponsors.
- Support in the preparation of detailed project plans and managing project budgets.
- Ensure compliance with applicable laws and regulations related to public art in local and federal spaces.
- Support the Director to monitor the BID's inventory of public art pieces; support in the management of maintenance plan and repairs.
- Follow trends and opportunities in urban placemaking and public art.
- Work collaboratively with all BID programs and departments to ensure these strategies align with and enhance the strategic plan; contribute to future strategic plans.

Strengthen External Partnerships and Visibility

- Represent the BID to the arts community by building relationships with artists, arts organizations, and potential sponsors, partners, and vendors.
- Maintain relationships with BID members, including commercial real estate, small businesses, retailers, and other members located throughout the BID.
- Support the department's relationships with city and federal agencies involved in approval processes, including the DC Department of Transportation, the DC Office of Planning, the DC Commission on the Arts and Humanities, the National Park Service, and historic preservation authorities.

- Support the Director of Communications' efforts to brand and market the Golden Triangle through positive public relations, communications, social media, and special events.
- Collaborate with BID staff and consultants to identify relevant grants and funding opportunities from foundations, corporate sponsors, and others to advance public art and creative activation in the Golden Triangle. Assist with writing grant proposals.

Experience, Skills and Qualities

This position will be a challenging and rewarding opportunity that requires a diverse set of skills and experiences. While we understand that no single candidate can possess every qualification listed below, the following are priority areas:

- 5+ years of experience in public art, arts administration, performances and/or festivals, events management, or related field.
- Passion for and creativity with community engagement through arts and design.
- Experience with outdoor art installations is highly desirable.
- Experience designing, coordinating, and implementing both indoor and outdoor community-centered events and activations.
- Successful record establishing and maintaining effective relations with a variety of stakeholders, including artists, public officials, government agencies, consultants, vendors, and civic and business leaders. Experience with the embassy community is a major plus.
- Highly organized and skilled at project management; able to manage multiple projects, deadlines, and responsibilities simultaneously.
- Speaks and writes clearly, accurately, and persuasively, including in public settings.
- Self-motivated and entrepreneurial with minimal supervision. Able to work independently in a small, fast-paced organization, while collaborating with teammates and various partners.
- Foster creativity and problem-solving, remain flexible, and apply sound judgment in a fast-paced environment; sustain a high degree of professionalism at all times.
- Skilled at using a variety of business software tools to manage projects and communication progress with team members and stakeholders.
- Experience with grants management is a plus.

Compensation

All BID employees receive a generous benefits package including paid time off, insurance for health, dental, and vision, employer-sponsored retirement savings, and more.

Working Location

The Golden Triangle BID offices are located near Farragut Square. This position operates on a hybrid schedule with frequent on-site engagements in and around the Golden Triangle neighborhood and the greater DC area, including occasional evening and weekend events. The office currently operates a 3 days/week in-person schedule.

Application Process

The BID has retained the services of Good Insight, a national executive search firm serving small nonprofits. Interested applicants should submit a resume and a cover letter that describes their interest in and qualifications for this role. Visit www.good-insight.org/careers to upload application materials. Direct confidential inquiries to Carlyn Madden and Erin Lau at GoldenTriangleBID@good-insight.org.

For best consideration, apply by mid-November 2023. Qualified applicants will be contacted on a rolling basis. Early applications are encouraged due to the pace of the search.

Equal Opportunity Employer

Golden Triangle Business Improvement District provides equal employment opportunities to all applicants for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, age, or disability.