



ASSOCIATE DIRECTOR, ART & ACTIVATION

REPORTS TO:

Vice President, Finance & Administration

BACKGROUND:

The Golden Triangle Business Improvement District (BID) is an award-winning nonprofit 501(c)6 corporation that enhances the 172-block-area from the White House to Dupont Circle. The BID is known for providing the “gold standard” in clean, safe, and beautiful streets; strengthening economic development; and creating engaging public spaces that support a strong downtown.

Over the last 25+ years, the BID has gained international recognition for its highly regarded and flourishing public art and activations program. It has produced transformational exhibits and popular activations like *The Art of Burning Man* with the Smithsonian Renwick Museum, *Art Ave*, and countless projects with embassies and District agencies.

Today, the Golden Triangle is actively evolving from primarily office to mixed-use, repositioning the area as a livable, global, and innovative neighborhood. Conversion projects, public realm enhancements, and major new attractions opening are unlocking new opportunities to transform downtown, attract investment, and engage a growing and increasing global community.

SUMMARY:

The Associate Director, Art & Activation leads the development and implementation of public art, cultural programming, and place-based activations that enhance the vitality, identity, and economic resilience of the Golden Triangle neighborhood. Working closely with BID leadership, artists, cultural partners, property owners, internal teams, and city and federal agencies, this role uses art and activation as strategic tools to reimagine public spaces, activate underutilized areas and create a welcoming, engaging district for workers, residents, and visitors.

Public art initiatives span a range of scales and formats, including museum-quality sculpture and installations—both permanent and temporary—alongside interactive and experiential works, and programming that activates the public realm. Central to this role is engaging workers, residents, visitors, artists, and local stakeholders in the planning and delivery of arts and activations, ensuring projects are context-responsive, invite participation, and foster a strong sense of place. The position requires both creative vision and strong operational expertise, with experience managing projects in complex public environments and delivering inclusive, high-quality artistic and cultural initiatives.

KEY RESPONSIBILITIES:

Public Art

- Develop and manage a long-term public art strategy for the Golden Triangle guiding permanent and temporary installations in public and publicly accessible spaces.

- Lead curatorial planning and execution of public art projects, including developing themes and commissioning diverse artistic works—ranging from museum-quality sculpture and installations to interactive, temporary, and place-based projects—that ensure artistic excellence, relevance, and cohesion across sites.
- Identify sites and opportunities for public art and placemaking projects; collaborate with property owners, embassies and cultural institutions, designers, engineers, artists, fabricators, community partners, and other stakeholders to ensure projects are context-responsive and publicly engaging.
- Lead artist selection and commissioning processes, including RFQs/RFPs, selection panels, contracting, and installation oversight.
- Manage project budgets, schedules, and logistics to ensure projects meet funding, timeline, and quality requirements.
- Identify relevant grants and funding opportunities from foundations, corporate sponsors, embassies, and others to advance public art and creative activation.
- Develop and draft proposals related to public art initiatives.
- Coordinate approvals and permitting with city and federal agencies, including DDOT, the National Park Service, and historic preservation authorities.
- Oversee documentation, insurance, valuations, maintenance planning, and stewardship of the BID's public art inventory.
- Monitor trends in public art, urban design, and placemaking to inform innovation and program development.

Activations & Programming:

- Develop and implement an annual activation and events strategy aligned with BID goals and informed by community needs, partner input, and audience engagement priorities.
- Conceptualize, plan, and execute outdoor activations, performances, pop-ups, seasonal stakeholder events, and special projects that complement public art and enhance public spaces.
- Oversee event production, including budgeting, scheduling, logistics, vendors, and run-of-show execution.
- Build and manage partnerships with cultural organizations, performers, embassies, sponsors, retailers, and community groups to expand participation, representation, and audience reach.
- Manage permitting, insurance, and compliance requirements for events and public programming.
- Collaborate with communications and sponsorship teams to support branding, marketing, and visibility.
- Track performance metrics and prepare post-event evaluations and reports.
- Foster inclusive participation and public engagement through accessible programming, artist-led activities, experiential installations, and opportunities for interaction in public spaces.
- Support initiatives that activate vacant ground-floor spaces and engage small, local, and diverse businesses.

EXPERIENCE, SKILLS & QUALIFICATIONS:

This is a challenging and rewarding opportunity that requires a diverse set of skills and experiences to include:

- Minimum of seven (7) years of experience in public art, arts administration, cultural programming, urban placemaking, or a related field.
- Bachelor's degree in art history, arts administration, urban planning, museum management, or a related field; Master's degree preferred.
- Strong knowledge of public art practices, including experience working across a range of artistic media, scales, and formats; familiarity with museum-quality sculpture and installations is a plus.
- Proven experience with project planning and budgeting, artist selection, contract negotiation, project siting in public and private spaces, coordination with engineers and fabricators as applicable, complex approval processes, inventory management, and maintenance planning.
- Experience managing both permanent and temporary artworks in outdoor public settings, including installation and de-installation.
- Experience producing outdoor activations; familiarity with Washington, DC permitting processes and federal agencies preferred.
- Demonstrated success building relationships with artists, agencies, property owners, vendors, and partners.
- Excellent project management, organizational, and problem-solving skills.
- Strong written and verbal communication skills, including in public settings.
- Demonstrated experience and passion for arts-driven community engagement, stakeholder collaboration, and public space activation.
- Arts-related fundraising and grant writing experience preferred.
- Experience working with the embassy community is a plus.

WORK EXPECTATIONS:

This is a full-time position with a hybrid work schedule. This position requires a portion of the workday spent outdoors.

APPLICATION:

Resume, letter of interest and salary requirements should be submitted to jobs@goldentriangledc.com.

Golden Triangle BID offers a generous benefits package including paid leave, paid holidays, employer sponsored health care coverage, employer sponsored 401K plan.

Golden Triangle BID 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.