

## **Placemaking Manager**

**Company:** Midtown Association (MA)

**Position:** Placemaking Manager (Exempt)

**Supervisor:** Reports to Advocacy and Capital Improvements Manager

**Location:** 1401 21st Street, Unit A, Midtown Sacramento, 95811

**Organization:** The Midtown Association (MA) is a non-profit organization that is making Midtown the center for culture, creativity and vibrancy in Sacramento's urban core.

**Our Culture:** The MA is a small but mighty office governed by a board of artistic, fast paced and innovative property and business owners. We attract high-performing, highly ethical employees who truly care about their community. Our team works well together because we hold ourselves accountable to strong project management and complement one another's strengths. Our office is a beautiful modern storefront with open air meeting space, natural light, room for bike storage and more than 20 restaurants/coffee shops/bars within two blocks. Our office is smart casual/business casual attire.

**Position Summary and Requirements:** The key measures of success for the Placemaking Manager are to (a) attract additional capital improvements and investment in infrastructure and to (b) activate the district to increase bike and pedestrian traffic at key locations in Midtown. Managers have successful supervisory experience of staff and consultants, are able to act as the staff support to committees of board members and expert community members, have experience with budget development and management, and can plan program performance to generate specific outcomes. Managers bring recommendations to their supervisor for greater efficiency and service delivery in the organization. Managers create key partnerships in the community to ensure the success of the organization. Managers should have no less than three years professional experience in a relevant area and a bachelor's degree in a relevant area of study is preferred.

**Basic Employment Qualifications:** All candidates should have experience with Word Processing, Excel and email programs, the ability to speak, read and clearly write in English, the ability to lift up to 40 pounds, and be able to remain on their feet outdoors for up to 10 hours per day in potentially inclement weather. Candidates should be able to operate basic newsletter/web design software for light updates and have experience with public policy/advocacy, special events, and communications. All candidates should anticipate pre-employment background checks, driving record checks, and drug screening, with the potential for ongoing drug screening based on job tasks. Bachelor's degree is preferred, high school diploma or GED is required. Reliable personal transportation is required.

**Work Environment:** The work environment is located primarily inside and consists of completing tasks involving project management, communications, administration, and event oversight. Conditions can range to include working outside in all types of inclement weather. Must be able to work around varying degrees of noise. Interruptions of work are routine. Flexibility and patience



**MIDTOWN**  
ASSOCIATION

**THE CENTER FOR CULTURE, CREATIVITY  
& VIBRANCY IN SACRAMENTO'S URBAN CORE.**

are required. Must be self-motivated and able to complete job assignments without direct supervision. Must be able to work under stressful conditions.

**Benefits:** This is a full time, exempt position at no less than 40 hours per week. Office schedule is generally Monday through Friday, 8 am until 5 pm, however there are frequent variations for meetings and to accommodate special events. MA has a very generous benefit package after the introductory period; 10 days of sick time, 12 days of vacation plus public holidays, 401k with match, Flex-spend account, Medical, Life, Dental, Vision, Alternative Care Insurance, and Parking.

**Salary:** COE / Midtown Business Association is an Equal Opportunity Employer (EOE).

### **Essential Duties & Responsibilities:**

#### *Attract additional Capital Improvements and Infrastructure Investment*

- Design driven LED lighting: Focusing first on the R Street Light Rail Station then on parking structures, under freeways, or ambient tree lighting projects, install innovative design driven LED lighting.
- Wayfinding: Install creative and iconic wayfinding that is bike and pedestrian scale such as landscaping or sidewalk art
- Streetscape Improvement: Conduct community outreach and other planning efforts to enhance Stockton Blvd from Hwy 50 to Alhambra

#### *Activate the district to increase bike and pedestrian traffic at key locations*

- Benchmark current levels of pedestrian, bike and car traffic at priority areas and work to increase activity through tactics including but not limited to;
  - Building relationships with the community in the immediate area and key partners to build buy in and excitement for projects
  - Support installation of amenities that encourage desired use of public spaces such as artistic bike racks, park strip enhancements, dumpster wraps, parklets, and others
  - Support and nurture the arts through support of pop-up events, public art installations, “Instagram-able locations,” and other art-related projects that create a unique sense of place
  - Attract special events to the District that promote valuable experiences
  - Oversee contract for management for recurring events in the public space such as the Midtown Farmer’s Market
  - Develop expedited permitting and grant programs to support infrastructure enhancements and artistic demonstrations
  - Create programming to attract users of free Wi-Fi in public spaces and other community programming in Midtown Parks
  - Ensure parking garage locations are well known and performing well to invite visitors into the District



- Support and research policies in alternative transportation and future mobility initiatives.
- Other public space projects that create a unique sense of place in District

**Requirements for Application:** Applications will be considered as they arrive and will be accepted until the job is filled.

- Cover Letter, Resume and Three references
- Salary history
- Please send the requirements in an email to [info@exploremidtown.org](mailto:info@exploremidtown.org)

The ideal applicant has experience in the Sacramento central city and possesses knowledge of and experience in Sacramento assessment districts; has demonstrated the ability to successfully manage and prioritize multiple projects simultaneously; has experience creating and developing relationships with public agencies; is a flexible, focused, and driven experienced project manager; has experience working with public agencies, public policy or with management of public space; has an entrepreneurial attitude while being a self-starter and enjoys working collaboratively as part of a dynamic, fast-paced team.



**MIDTOWN**  
ASSOCIATION

**THE CENTER FOR CULTURE, CREATIVITY  
& VIBRANCY IN SACRAMENTO'S URBAN CORE.**