



Program Manager

Helena Business Improvement District

Job Title: Program Manager
Reports to: Executive Director
Salary: \$55,000 - \$60,000 DOE; Exempt
Hours: Full time
Benefits: Insurance Stipend, Simple IRA Company Contribution, Phone Allowance

Position Summary: The Program Manager is responsible for the promotion of the BID, downtown businesses, downtown events, and BID programs. This position takes the lead on BID's outreach efforts, assists with BID grant programs, and supports administrative responsibilities of the BID. The Program Manager is an outward facing position that works alongside business owners, property owners, city officials, and other partner organizations to showcase downtown Helena as a vibrant, welcoming space for visitors and residents alike. Some volunteer coordination is required.

Responsibilities

- Manage all BID social media outlets, outreach channels, and website content
- Create creative, engaging content that promotes all downtown events and businesses
- Ensure outward facing messaging is consistent, positive, and compelling
- Work with downtown businesses and building owners to connect them with BID grants and programs
- Develop and manage a yearly marketing plan, including at least 2 shop local campaigns
- Collaborate with partner organizations on promoting downtown Helena
- Monitor news and other outlets to understand downtown sentiment and arising challenges
- Recruit and manage volunteers for committees and projects
- Manage the Design and Promotion Committees and their corresponding efforts
- Assist with fundraising efforts and other special projects
- Some administrative duties, such as preparing agendas and minutes for meetings
- Other duties as assigned: assist in special projects and assignments requested by the Executive Director and other activities to accomplish the goals and mission of the organization

Qualifications

- Strong commitment to the vision and vibrancy of downtown Helena
- Strong traditional marketing and social media skills
- Strong communication skills, including: public speaking, professional writing, basic design, and the ability to relate verbally to diverse populations
- Demonstrated skill in customer service
- Demonstrated skill in building coalitions among diverse stakeholders
- Ability to manage multiple projects, timelines, and priorities effectively
- Ability to maintain an enthusiastic, self-reliant, and self-starting approach to meet job responsibilities

- Ability to anticipate work to be done and initiate work with minimum supervision
- Some website maintenance experience
- Some meeting facilitation experience
- Some volunteer management experience
- Creative, innovative, and flexible
- Entrepreneurial and/or nonprofit experience preferred
- Bachelor's degree strongly preferred

Working Conditions

- Work in an office environment.
- Work outdoors in all weather conditions when required.
- Some nights, early mornings, and weekends are required.
- Physical demands include standing, sitting, speaking, seeing, lifting, carrying, pushing, and pulling.

How to Apply

Send a cover letter and resume to director@helenabid.com. Priority will be given to applications received by July 1st 2024.