



## REQUEST FOR QUALIFICATIONS

### THIRD AVENUE VILLAGE ASSOCIATION EVENTS MANAGER

#### Introduction

The Chula Vista Downtown Business Association (“the Association”) doing business as the Third Avenue Village Association (“TAVA”) has an opening for an **Events Manager** who will act as the administrator and manager of the daily operations of the events, programmed activities, special events, forums, street fairs, and assist in overseeing staff. In addition, this person will assist with organizational committees and Board discussions on promoting the Third Avenue Village. This position reports directly to the Executive Director (“ED”).

#### Third Avenue Village Association

Third Avenue Village Association operates under the authorization from the City of Chula Vista and structure within the PBID and BID districts. The BID was formed back in 1971, while the PBID was initially formed in 2001 and was recently renewed in 2006 by the property owners for an additional ten years.

The Events Manager represents and advocates the interests of the Third Avenue Village to the property owners, business owners, City of Chula Vista and the south county area. This position is responsible for managing events to bring more people to the Village by strategically and effectively creating a vibrant image through our events and programs.

This position has been designed to direct, manage, implement and track our annual events, special programs and ongoing communications, public relations, advertising, outreach programs, sponsorships and interface with the local media (both in English and Spanish). Also fundamental to the position is to assist in the implementation of the TAVA’s branding and marketing programs in conjunction with the events and programs.

The Events Manager must be bilingual in Spanish to assist the day-to-day operations as well as the special events. The Events Manager will be responsible for the primary contact to the City, Chamber and other firms, departments or agencies in conjunction with this challenging position. In addition, the Events Manager will be required to prepare, provide and present to the general community, committees and the Board information regarding operations, budgets and implementation of our Village events. Previous non-profit or community liaison experiences a plus.

#### Events or Programs:

- Cinco de Mayo/Quinceanera Extravaganza Street Fair, one day in May (+/-30,000 attendance)
- Lemon Festival Street Fair, one day in August (+/-30,000 attendance)
- Starlight Community Parade, one day in December (+/-40,000 attendance)
- Pet Festival and Doggy Dash, one day each year in the spring (+/-1,000 attendance)

- Weekly Certified Farmer’s Market (50 out of 52 weeks)
- Special events, such as Car Shows, Village Vibes, Taste of Third Avenue and new events, etc.

### Strategies and Responsibilities

- Develop, in conjunction with the Executive Director, strategies for the Association’s event and promotional goals and objectives;
- Assist the TAVA committees in the annual strategic event planning and budgeting;
- Develop funding sources for expansion and development of the events;
- Oversee publication of the “Village Voice” and all other promotional materials;
- Develop specific strategies to promote existing businesses to participate in the events, seminars and other activities;
- Supervise day-to-day event operations of the office;
- Supervise employees, volunteers and interns;
- Promote advocacy and policy development;
- Assist the Board and ED in determining the operational budget for the PBID and BID and
- Continue to cultivate and strengthen ongoing relationships with Association member, and partnerships with other local businesses and regional business associations including the South County Economic Development, Chula Vista Chamber of Commerce, the Office of the Mayor, the City Council, and other groups deemed relevant.

### Public Relations

- Serve as the primary person to inform and educate the members and public about the events;
- Write and produce electronic and regular newsletters, letters, brochures for distribution to the members or the media, as necessary;
- Write and distributes press releases on behalf of the TAVA and Association members;
- Attend private and public events represents the Association at public meetings and forums to support TAVA’s interests and visions;
- Respond promptly to requests from the ED, members of the media and the public related to events, programs and activities;
- Represent the Association locally, regionally, and internationally as necessary and
- Perform other duties as may be assigned by the ED and/or Board of Directors.

### Knowledge, Skills and Abilities

- Be able to multi-task, be organized, understand and implement events both large and small;
- Strong knowledge of principals and practices of personnel management, human resources, administration, accounting, marketing and promotions, economic development and event planning;
- Demonstrated experience and ability to develop and strengthen community relationships, demonstrated ability to create economic/business development programs;
- Demonstrated proficiency in computer skills and have working knowledge of power point, spreadsheets, In-design, Coral design program, Microsoft, Outlook, Adobe programs and other general software packages;
- Excellent business communication skills, including preparation of formal letters, memorandums, meeting minutes, formal reports, spreadsheets, etc. (both English and Spanish)

- Excellent verbal and written communication skills are essential including experience with public speaking; (both English and Spanish)
- Demonstrated ability to perform needs assessments, prepare reports, and create business development programs to address specific needs;
- Demonstrated ability to be a self-starter, imaginative and creative person with exceptional leadership skills, excellent program understanding, project management, supervisory skills and experience;
- Excellent time management and organizational skills with the ability to prioritize and multi-task; and
- Proven ability to perform critical thinking, exercise good judgment and work both independently and collaboratively.

Credentials and Experience

1. Bachelor’s Degree from a four-year college or university. Required course work in marketing, public administration, business development, urban planning, or related discipline is a plus;
2. Five years of related experience or equivalent combination of experience or education;
3. Professional experience that demonstrates direct application of the knowledge and skills for this position; and
4. Main Street Downtown, California Downtown and/or non-profit experience is desired.

Benefits

1. Full time position with benefits that include paid time off, vacation/sick leave and health insurance.
2. Salary range is dependent upon experience and qualifications.

Selection process

All applicants are required to submit a resume, cover letter and three business references to the Third Avenue Village Association. Supplemental information such as certificates of proficiency in computer software programs, management, supervisory, accounting, training, media material and writing samples, may also be submitted. Submitted supplemental materials will not be sent back. Please include the appropriate candidates name on the envelope for filing.

Send the required materials and any supplemental information to:

Third Avenue Village Association  
 Attn. Greg B. Mattson, Executive Director  
 353 Third Avenue  
 Chula Vista, CA 91910

**Resumes must be received by 5:00 pm by April 23, 2010 in order to be considered.**

Submitted resumes will be evaluated and the most appropriately qualified candidates will be invited to continue in the selection process. TAVA is an equal opportunity employer.