



## **Director, Downtown Activation**

### **WORK OUTDOORS IN DOWNTOWN PORTLAND**

**Position:** Director, Downtown Activation

**Salary Range:** \$55,000 - \$65,000 (exempt, salaried position) plus benefits

**Reports to:** Senior Director, Downtown Programs

**Hours:** Mainly Mon – Fri, ability to adjust the schedule as needed to accommodate events on weekends and in the evenings.

**Location:** In-Person, Downtown, Portland. Offices in the World Trade Center and Directors Park.

**Deadline:** Open until filled.

### **Job Description:**

As the Director, Downtown Activation, you will be an instrumental figure in the revival and transformation of Downtown Portland. You will be responsible for orchestrating engaging events, activations, and placemaking initiatives, infusing the heart of the city with vibrancy and character. In addition, you'll serve as the custodian of tourism information, ensuring that both community members and visitors receive the knowledge they need to fully experience the charm of Downtown. Your leadership will extend to managing and mentoring a dedicated team of Sidewalk Ambassadors who represent the face of Downtown Portland.

### **Key Responsibilities:**

1. **Create Memorable Downtown Experiences:** Curate and execute a diverse range of events, activations, and placemaking activities that leave a lasting impression on community members and visitors. These experiences should reflect the essence of Downtown Portland and contribute to its revitalization.
2. **Elevate Customer Service:** Provide a high level of customer service by delivering comprehensive information about the city to residents and visitors. Be the go-to source for wayfinding, local insights, and recommendations.
3. **Lead and Mentor the Sidewalk Ambassador Team:** Cultivate a dynamic and passionate team of Sidewalk Ambassadors, responsible for representing Downtown Portland to the world. Lead by example, ensuring the team's dedication to creating an inviting and positive atmosphere.
4. **Event Operations Management:** Collaborate with Directors Park and other stakeholders to oversee the operational aspects of events. This includes load-in,

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tear-down, timeline management, vendor coordination, layout design, signage placement, food and beverage arrangements, and scheduling cleaning and security services.

5. **Hands-On Involvement:** Be ready to step in and assist in setting up equipment, arranging seating, handling sound equipment, or supervising the setup and teardown of events when required.
6. **Community Engagement:** Build strong relationships with the arts community, local businesses, and retailers to encourage their active participation in Downtown events. Foster a sense of belonging and collaboration within the Downtown community.
7. **Strategic Thinking:** Always keep the long-term vision in mind, ensuring that your actions align with the broader goals of revitalizing Downtown Portland

**Qualifications:**

- Demonstrated exceptional hospitality, approachability, and a friendly demeanor.
- Proficiency in multitasking and the ability to handle multiple responsibilities simultaneously.
- Proven experience in managing and motivating small teams to achieve outstanding results.
- A commitment to embracing the diversity of our community and upholding its values.

**Physical Requirements:**

This position entails a significant amount of time spent outdoors, where you may walk up to five miles a day. Physical capabilities are essential, including bending, lifting, and remaining active throughout your shift, with the ability to lift 25 lbs., setup up tables, chairs, and pop-up event tents, as well as manage the setup of mobile kiosk stations. While working outdoors, you may be exposed to sun, dust, and varying temperatures.

**How to Apply:**

If you are enthusiastic about the prospect of being a driving force behind the resurgence of Downtown Portland and meet the qualifications and requirements described, we invite you to submit your resume along with a well-crafted cover letter explaining why this role is the perfect match for you. Please note that at this stage, we kindly request that you

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refrain from making phone calls. Please email Sydney Mead, Senior Director of Downtown Programs, at [smead@portlandalliance.com](mailto:smead@portlandalliance.com).

**Downtown Portland Clean & Safe** The Downtown Portland Clean & Safe team provides extraordinary services to the people, places and businesses within a core 213-block area of our unique city. Downtown Portland Clean & Safe is part of Portland Business Alliance and is an equal opportunity employer and does not discriminate against any employee or applicant on the basis of age, color, disability, gender, gender identity, national origin, race, religion, sexual orientation, veteran status, or any classification protected by federal, state, or local law.

**The Portland Metro Chamber's** mission is to create opportunity and advance well-being for all who live and work in the greater Portland and SW Washington region. Our vision is a healthy and resilient business ecosystem. We support access, opportunity, and advancement for all people. We recognize unfair bias and historic discrimination and work to eliminate barriers. We embrace connectivity and work together respectfully to drive solutions. We meet setbacks with openness to listening, learning, and adaptation. We give an honest answer. We do what we say we will. We are accessible, active, and visible to the community.