

## **JOB SUMMARY:**

The Activation Officer at Downtown Westfield Corporation (DWC) will play a pivotal role in driving community engagement, enhancing public spaces, and supporting the production of events that draw residents and visitors to the downtown area. This individual will report to the Executive Director, working closely with the Executive Director and DWC Committee Chairs to engage local businesses, community organizations, volunteers, and key stakeholders to collaborate with and support initiatives aimed at fostering economic vitality, cultural enrichment, and public interest in Downtown Westfield.

## **KEY RESPONSIBILITIES:**

### **BUSINESS ENGAGEMENT & RELATIONSHIPS:**

Implement strategies in collaboration with the DWC's Promotions Committee for activating public spaces through events, promotions, and programming. Collaborate with Committee Chairs to support community-wide events that promote local businesses, enhance foot traffic, and create memorable experiences (e.g., tours, music festivals, holiday events). Build and maintain strong relationships with local businesses and sponsors to gather feedback, enhance events, and implement strategies to consistently attract more residents and visitors to the downtown area.

### **VOLUNTEER RECRUITMENT & COORDINATION:**

Identify, attract, and onboard community members as volunteers through outreach efforts, including social media campaigns, community events, and partnerships with local organizations. Develop and maintain positive relationships with volunteers by providing ongoing support, clear communication, and recognition of their contributions. The Activation Officer will work closely with the DWC's Promotions Committee Chair to help support their activities and efforts through volunteer recruitment and management.

### **EVENT MANAGEMENT & EXECUTION:**

The Activation Officer will also work closely with the Promotions Committee Chair to support all events by securing volunteers, managing vendors, and ensuring safety protocols are followed. Oversee the setup, breakdown, and day-of logistics of events and activations.

### **MARKETING & PROMOTION:**

Coordinate with the Executive Director and marketing team to promote events and activations through traditional and social media, newsletters, and other digital platforms.

### **PUBLIC SPACE IMPROVEMENT:**

Partner with the DWC's Design Committee Chair to develop creative interventions that enhance public spaces. This includes identifying underutilized spaces in Downtown Westfield that could benefit from placemaking efforts (e.g., outdoor seating, public art installations). Partner with the DWC's Design Committee to develop creative interventions that enhance public spaces.

### **REPORTING:**

Track the success of events and activations, including attendance, economic impact, and participant feedback. Provide regular reports to the DWC leadership on community engagement and the effectiveness of activation strategies.

### **QUALIFICATIONS:**

Bachelor's degree in Marketing, Event Management, Urban Planning, or a related field (or equivalent experience).  
Proven experience in event planning, community engagement, or placemaking initiatives.  
Strong interpersonal and communication skills, with the ability to work effectively with a wide range of stakeholders.  
Excellent organizational skills, with the ability to manage multiple projects simultaneously.  
Creative problem-solving skills and an entrepreneurial mindset.  
Working knowledge of Microsoft Office programs, with an emphasis on Excel, and Google Workspace.  
Knowledge of Downtown Westfield and passion for local community development is a plus.

**WORK ENVIRONMENT:**

This position requires flexibility, as events and community engagements may occur on evenings or weekends. Ability to work outdoors and manage physical event setup.