

## **The Philadelphia Global Identity Project (PGIP) is seeking a PGIP Fellow!**

**ABOUT THE PHILADELPHIA GLOBAL IDENTITY PROJECT:** The Global Identity Project, convened by the City of Philadelphia, is a consortium of organizations from the Philadelphia region who are working together to develop a brand and identity for the Philadelphia region that will be deployed locally, domestically and internationally. The Philadelphia region has a story to tell and this is the time to do it. With Philadelphia as the birthplace of American democracy, this region has a rich, deep history; but there's a new narrative evolving here with people from all walks of life ready to participate and benefit. There is an urgent need for a unified global identity and accompanying brand that represents the Philadelphia region of today. We need a common message to further rally key stakeholders and engage the entire region behind a unified brand identity that can be utilized locally, domestically and globally. The goals are to: facilitate the improvement of the world's perception of Philadelphia; to attract and retain talent, business, capital, students and investment in the region at large; to continue to grow tourism, meetings and conventions business; and to help drive growth through the continued revival of the region. The project is currently being implemented by a working group and is overseen by the Philadelphia Global Identity Advisory Board, which will provide insight and feedback throughout the process. The Philadelphia Global Identity Advisory Board includes representatives from regional municipal governments, higher education, non-profits, tourism and hospitality entities, and the private sector. In the coming months, the PGIP will begin convening a Leadership Council to co-create, co-invest and jointly adopt Philadelphia's new brand.

**ROLE OF THE PHILADELPHIA GLOBAL IDENTITY PROJECT FELLOW:** The Philadelphia Global Identity Project is seeking an individual who has excellent project management skills, pays careful attention to detail, and is adept at working with people of all backgrounds and levels of experience. The ideal fellow has experience taking a project from concept to reality, and is passionate about contributing to Philadelphia's future. Candidates should excel at working with project committees — including the ability synthesize information from numerous sources and identify key action items. Experience in marketing and communications is beneficial, but we are more interested in a quick learner with a can-do attitude. The PGIP Fellow will coordinate amongst partners to ensure that all facets of the project are progressing smoothly, including:

- Preparation and logistics for meetings and events
- Maintaining and updating PGIP workplan
- Task assignments and follow-up with staff members
- Creating and editing PowerPoint decks, concept papers, email drafts, and other materials
- Maintaining and organizing shared files for PGIP
- Keeping contact information and bios up-to-date for Advisory Board, Supporters, and list-serves
- Note-taking and progress reports
- Research as needed

**POSITION DETAILS:** The Philadelphia Global Identity Project seeks an individual who can dedicate an average of 15 - 20 hours a week over approximately 9 - 12 months to this project. The Fellow will be paid as an independent contractor (1099). Working Group members will meet regularly with the Fellow and will provide a working space at City offices when needed. However; it is expected that the majority of the work will be carried out remotely. The total budget available for this position is \$50,000 and will be paid on an hourly rate. The Philadelphia Global Identity Project is committed to diversity in all practices and is seeking a Fellow that shares this commitment and understands the challenges and complexities of Philadelphia's unique cultural landscape. Minority and women candidates are encouraged to apply.

**INSTRUCTIONS FOR APPLYING:** We are looking to bring the Fellow on as soon as possible as there is a lot of work to do!

Candidates should email a cover letter, resume and two writing assignments to [Lauren.Cox@phila.gov](mailto:Lauren.Cox@phila.gov) by February 1, 2019. The writing assignments are as follows:

1. Draft an email to the PGIP Advisory Board informing them of two updates (use your imagination) and providing information about an upcoming quarterly meeting.
2. Draft a single-space, one-page essay on why you are passionate about promoting Philadelphia to the world.