

**POSITION: Director of Marketing and Events**

**REPORTS TO:** Deputy Director

**FUNCTION:** This position is a member of the Downtown Sacramento Partnership (DSP) leadership team and is responsible for managing the marketing and special events department and serves as the public information officer for the organization. Core functions include strategic planning, brand management, event production, sponsorship development, community engagement, public relations, personnel oversight and development, and fiscal management.

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### **Marketing and Communications**

DSP's marketing and communications initiatives are pivotal in maintaining Downtown's brand and identity, for both users and stakeholders. DSP's primary focus is to draw users to the area and communicate the successes and impacts of the organization to its ratepayers.

Key functions include, but are not limited to:

- Brand Development:** Development of all communications and creative
- Collateral Development:** Production of standard marketing materials including downtown directory, annual report, annual calendar, market fact sheets, promotional materials, presentations, newsletter and regular email blasts.
- Departmental Support:** Support of DSP's Clean and Safe, Business Development, and Advocacy departments through marketing strategy, stakeholder communications, market intelligence media relations, collateral development, and messaging.
- Information Management:** Benchmarking and data collection to be used for internal messaging and material development, and for stakeholders for business development.
- Marketing & Promotions:** Management of all aspects of marketing campaigns and cooperative promotions including media buying, creative development, benchmarks and ROI, and partner recruitment. Marketing campaigns and promotions should drive traffic to downtown businesses and encourage businesses collaboration.
- Public Relations:** This position serves as the DSP Public Information Officer and manages media relations, strategic messaging, and stakeholder engagement.
- Social Media and Websites:** Management, development, and curation of all DSP social media channels including but not limited to Facebook, Twitter, Instagram, YouTube, Pinterest, GoDowntownSac.com and Downtownsac.org.
- Stakeholder Communications:** Publication of regular communications (newsletter, email campaigns, daily headlines, annual satisfaction surveys,) to communicate DSP's strategic goals and successes from DSP program initiatives to increase stakeholder engagement.
- Stakeholder Support:** Provide downtown businesses with resources to improve their marketing, social media or business operations through workshops, mentorship, best practices, and marketing materials.

## **Special Events**

The DSP supports downtown events all year round and has been producing downtown's signature events in excess of twenty years. DSP's signature events include the Downtown Ice Rink, Concerts in the Park, and Farmers' Markets. DSP also assists outside organizations in producing events downtown through marketing, stakeholder outreach, and consultations on event permitting, site selection and layout.

Key functions include, but are not limited to:

- Event Production: Production of all DSP's signature events including planning and onsite management, strategic visioning, budget development, contract negotiations and management, vendor solicitation, permit procurement, sponsorship and personnel management.
- Sponsor/Partner Engagement: Procurement of event sponsorships. DSP events are self-funded and therefore rely on fiscal sponsors, media partnership and community partners.
- ROI Evaluation: Evaluation of events based on the primary goals of DSP's event production, which are 1) Providing a positive experience for downtown visitors, 2) creating activity downtown primarily during non-peak periods (evenings and weekends), 3) promotes downtown as the arts and cultural district for the region, 4) benefits merchants by increasing their customer traffic and/or visibility, 5) is financially viable and 6) generates positive media coverage for downtown.
- Stakeholder Engagement: DSP consults with the City of Sacramento special event review committee and event producers to ensure that events produced in the urban core have a positive impact on DSP stakeholders.

## **Strategic Planning**

As a member of the DSP's leadership team, this position will participate in key decisions and strategy development as it relates to all aspects of the organization including board relations, strategic plan development and execution, work plan, budgeting, and external message development.

## **POSITION REQUIREMENTS:**

At least four years of previous work experience related to marketing, fundraising, sales, event production, public relations and budget management. Excellent oral and written communication skills are required. Demonstrated ability to work effectively with various stakeholder interests and build relationships. Proven ability to work under pressure and adapt to changes, effectively accomplish multiple tasks and deadlines, and think independently. Organization skills are a must. Flexibility and willingness to weekends and evenings for events and promotions.