



Since 1995, the Downtown Sacramento Partnership (DSP) has served as the voice of Downtown Sacramento, led the revitalization of the urban core, and has been a driving force in moving Sacramento forward. Our mission drives us: make Downtown Sacramento a better place to live, work and play.

We're looking for a skilled media relations pro and writer to join our Communications Team as a Media Relations and Promotions Specialist.

The Media Relations and Promotions Specialist is responsible for a broad range of communications and media relations initiatives with the goal of positioning downtown Sacramento as the ultimate place to work, live, and play. This position serves as the primary contact all media inquiries and will establish and cultivate relationships with key members of the press. You'll develop and execute a comprehensive and cohesive public relations and promotions strategy that reflects and reinforces DSP's mission and Three Point Plan. You'll receive a competitive compensation package that includes medical, dental, and life insurance. In addition to a generous holiday schedule, you'll also get your anniversary date off. As an added benefit, parking is included with this position.

Your duties are to:

- Drive the execution of proactive and reactive media relations efforts including crafting press releases, op eds, and cultivating dynamic relationships with members of the press
- Build a media relations strategy that reinforces DSP's mission and Three Point Plan and identifies opportunities for DSP to strengthen its position as a leader through participation in editorial opportunities, events, and interviews
- Partner with key staff and stakeholders to develop integrated, proactive public relations activities and provide recommendations on angles, storylines, etc.
- Implement appropriate measurement programs to assess the effectiveness and impact of public relations programs
- Communicate big media hits as they occur and distribute month-end reporting that includes a roundup of media hits, upcoming coverage, active pitches, media visits planned, etc.
- Ensure clippings files are maintained and press hits are kept up to date on the website
- Manage planning and logistics for media-related activities
- Leverage DSP promotional programs (i.e. DSP events, Dine Downtown, tours, mural program, etc.) to raise visibility of DSP and of downtown Sacramento
- Leverage events and promotions to collect attendee data for building email lists and generating surveys
- Maintain and manage production of and an in-house distribution plan for marketing materials and brochures

About You

You're a seriously creative go-getter who thrives in a collaborative team environment, and scoring a media hit makes you jump for joy. You have three years experience in a public relations role with proven success and a clear understanding of Sacramento's media landscape. You're an exceptional writer and communicator with a passion for downtown Sacramento and a BA or BS in journalism, marketing, or communications. If this sounds like you, let's talk.