

Public Relations Specialist

As DSP's initial point of contact for media inquiries, this position is responsible for cultivating and maintaining relationships with local media representatives and key stakeholders; developing proactive and reactive media relations messages, as well as internal messages; monitoring, pitching and reporting editorial coverage; and establishing a cohesive and positive brand image for DSP. Additional responsibilities include, but are not limited to: developing public relations materials and marketing copy; preparing fact sheets, press releases, speeches and reports; tracking editorial calendars; assisting in coordinating and preparing for media interviews; planning and support for special events and promotions; measurement and evaluation of communications activities; research; database creation and management; managing archives and photo resources; and supporting social media and digital campaigns. This position is also responsible for content creation; report preparation, and other marketing support.

The Public Relations Specialist reports to and maintains close communication with the Director of Communications and frequently collaborates with senior leadership.

Important Skills/Traits:

- Passion for downtown Sacramento.
- Excellent communication skills (verbal and written).
- Organized and detail oriented.
- Entrepreneurial attitude and ability to think outside the box.
- Excellent analytical and presentation skills.
- Adept at handling many assignments simultaneously.
- Ability to balance strategic thinking and execution in a fast-paced environment.
- Creative and resourceful.
- A clear understanding of Sacramento's media landscape.
- Abreast of new and noteworthy trends and marketing opportunities.

Qualifications:

- B.A./B.S. in Communications, Public Relations, or related discipline preferred.
- 3-4 years in media relations, marketing, and communications experience.
- Proficiency with public relations practices.
- Experience writing in Associated Press (AP) style.

This position is benefited with medical, dental, 401k, and parking to name a few. Salary is based off experience This position will close once candidates are selected to begin the interview process.

Follow this process to apply:

email: humanresource@downtownsac.org

I. Attach a cover letter and a resume in response to this posting.

916 442.8575
FAX 916 442.2053

980 9th Street, Suite 400
Sacramento, CA 95814

2. DO NOT write your cover letter in your email, attach as a document.
3. Please no phone calls, email resumes only