



Position: Marketing Assistant – Part-time

Reports to: Marketing Manager

Function: This position is responsible for supporting the day-to-day marketing functions for the Downtown Sacramento Partnership.

Responsibilities include, but are not limited to:

60% General:

- Support administrative duties, including answering phones, capturing meeting notes, and collating materials and mailings.
- Develop, manage and maintain master marketing calendar and marketing contact database.
- Compile, track and transmit scope of project task lists.
- Monitor and report on project milestones, ensuring all aspects of each project are tracked through completion and deadlines met.
- Assist with sponsorship tracking, contracts and billing.
- Assist in conducting market research.
- Assist with reporting and analytical report development and distribution.

20% Marketing & Event Support:

- Assist with the implementation of marketing campaigns, including advertising, collateral development, reporting, grassroots marketing efforts and asset management.
- Support on-site promotional activities, including staffing of marketing booth during events.

20% Content Production:

- Create and disseminate written content for consumer marketing channels while maintaining brand consistency, including blog, email, social media, website, and designing marketing collateral.

Requirements

- Passion for downtown Sacramento, events and small businesses.
- Detail-oriented, highly organized, and proactive.
- Ability to prioritize and thrive in a fast-paced environment
- Excellent written and verbal communication skills.
- Proficient Microsoft Office Suite.
- Experience with WordPress, MailChimp and Adobe Creative Suite (preferred).
- Familiar with social media platforms and reporting tools (preferred).
- Flexible schedule as minimal nights & weekends required.
- Major in marketing, communications, or related field.

COMPENSATION

- Competitive salary, commensurate with experience.
- 401k retirement plan with employer matching.
- Paid parking, gym membership and more.

To apply, submit cover letter and résumé to humanresource@downtownsac.org with email subject: **MARKETING ASSISTANT** by 5 p.m. on Friday, March 13.