



Position: Communications Specialist

Reports to: District Affairs & Development Director

Function: This position is responsible for executing communications and marketing activities directed at key stakeholders, including but not limited to property owners, businesses, investors, consumers, media and influencers, to build the Downtown Sacramento Partnership brand and grow awareness and interest in downtown Sacramento. In coordination with the Marketing Manager, the Communications Specialist plays an active and primary role managing internal and external communications for the Downtown Sacramento Partnership.

Key responsibilities include, but are not limited to:

- **Brand Management:** Maintain Downtown Partnership brand standards in all marketing and public-facing platforms.
- **Message Development:** Manage production of communications materials to support community relations, constituent relations and public affairs, ensuring messaging is consistent and engaging.
- **Promotional Campaigns:** Support development implementation of annual marketing activities to brand downtown as destination for investment, culture and entertainment.

CONSTITUANT COMMUNICATIONS

- Support development of communications and outreach strategies.
- Manage internal and external activities that support business development and recruitment efforts, including speaker bureau and speechwriting.
- Research, write and create content to support public education and promotional efforts.
- Analyze and effectively communicate complex issues.
- Manage day-to-day communications with key stakeholders and partners.
- Serve as Downtown Partnership representative and attend relevant community meetings and forums.

MARKETING STRATEGY & IMPLEMENTATION

- Develop, update and implement cohesive communications strategies to support district activations, events and priorities, ensuring goals are met within established constraints, including time, cost and quality standards.
- Manage strategic partnerships, civic partners and communications deliverables to support programmatic sponsorships.
- Coordinate promotional programs supporting downtown activities including merchant co-op campaigns.

MEDIA RELATIONS

- Generate and promote positive media stories about downtown Sacramento, including serving as on-camera spokesperson.
- Manage media relations activities, including writing press releases and statements, messaging and outreach materials.
- Maintain positive relationships with media, including non-traditional and online influencers, and cultivate local, regional and national media relationships.
- Manage editorial calendars and maintenance of media database.
- Monitor and maintain relevant press and media coverage and maintain tracking and reporting recaps.

GENERAL ACTIVITIES

- Collaborate with senior leadership to coordinate and ensure information is disseminated in a timely and positive manner.
- Manage communications materials to ensure all communications adhere to the organization's brand voice, tone and style.
- Stay abreast of emerging media trends, practices, mediums, and opportunities.
- Oversee marketing internship program.
- Other duties, as assigned.

SKILLS & RELEVANT EXPERIENCE

- Passion for downtown Sacramento.
- Entrepreneurial attitude and ability to think outside the box in a fast-paced environment.
- Excellent organizational skills with the ability to manage multiple projects while staying on time and on budget.
- Positive, outgoing personality with superior verbal and written communication skills and focus on teamwork.
- Ability to exercise a high degree of initiative, independence and flexibility.
- Demonstrated experience in working with constituent groups of an organization and/or community engagement.
- Experience engaging with media and online communities with a clear understanding of Sacramento's media landscape.

QUALIFICATIONS

- Experience in Microsoft Office, media management programs and writing AP style.
- Familiarity with WordPress, MailChimp, Adobe Creative Suite, and photography (preferred).
- Minimum 5 years of experience in marketing, communications and/or public relations.
- B.A./B.S. in Public Relations, Communications, Marketing, or related discipline (preferred).

COMPENSATION

- Competitive salary, commensurate with experience.
- Bonus eligibility.
- Generous paid time off.
- Excellent benefits including health, dental, life and identity theft insurance.
- 401k retirement plan with employer matching.
- Parking, gym membership and more.
- Cell phone reimbursement.

To apply, email humanresource@downtownsac.org by 5 p.m. on February 17, 2021 with cover letter and résumé. Include start date availability.

**** This position is located in downtown Sacramento but due to the COVID-19 Pandemic, employees are currently teleworking. This position is anticipated to return to the office full-time.****