

Position: Marketing Coordinator

Reports to: Sr. Marketing Manager

Function: This full-time position supports Downtown Sacramento Partnership and the Old Sacramento Waterfront marketing activities. This includes but is not limited to graphic design, copy writing, digital and social content production, database maintenance, data collection, reporting, and administrative support.

Responsibilities include, but are not limited to:

Graphic Design (45%):

- Develop digital and print design elements (newsletters, website graphics, digital ads, social media images, signs, flyers, posters, print advertisements, presentations etc.) to support event programming and projects.
- Ensure final graphics and layouts are visually appealing, maintain brand standard and work across all mediums. Research, execute and troubleshoot production process with print vendors.

Marketing (30%):

- Publish written content for social media, blogs, website, newsletters, and marketing collateral. Maintain website updates to OldSacramento.com and GoDowntownSac.com.
- Ensure all communications adhere to the organization's brand voice, tone and style. Assist with the implementation of marketing campaigns.

Administrative (15%):

- Assist with billing, invoicing and contracts for marketing campaigns and programs.
- Support the department with general administrative duties including answering phones, collating materials and mailings, and more as assigned.
- Manage editorial calendars and maintenance of photo archives.
- Regularly measure and evaluate promotional coverage, including reporting services, digital content and analytics.

Event Promotion Support (10%):

- Coordinate on-site promotional activities, including execution of the marketing booth, live social media, photography, and videography.

Requirements

- Passion for Downtown Sacramento, Old Sacramento Waterfront and small businesses.
- Excellent written and verbal communication skills.
- Proficient with Adobe Creative Suite and Microsoft Office Suite.
- Experience with WordPress, MailChimp and CRM software.
- Familiar with social media platforms and reporting tools.

- Detail-oriented, highly organized, and proactive.
- Ability to prioritize and thrive in a fast-paced environment
- Lifestyle and event photography skills (preferred).
- Flexible schedule as minimal nights & weekends required
- 1-2 years of experience in marketing, communications and/or design
- B.A./B.S. in Communications, Marketing, or related discipline (preferred).

Compensation

- Competitive salary, commensurate with experience.
- Bonus eligibility.
- Generous paid time off.
- Excellent benefits including health, dental, life, vision and identity theft insurance.
- 401k retirement plan with employer matching.
- Parking, access to in-building fitness facilities, partial cell phone reimbursement and more.
- Telework opportunities*

To apply, email HR@downtownsa.org by 5 p.m. on August 23 with cover letter and résumé. Include start date availability.

** This position is located in downtown Sacramento and is primarily an in-office position with telework opportunities after probationary period complete.*