

**Position:** Marketing Manager

**Function:** The Marketing Manager oversees the development and implementation of key initiatives to enhance the image of downtown Sacramento as a destination for investors, employers, visitors and residents. In coordination with leadership and staff, the Marketing Manager is responsible for managing comprehensive marketing and communications campaigns, from strategic planning to creative development, implementation, and evaluation of efforts. Responsibilities include stakeholder and public communications, advertising and promotions, social media, digital and website, graphic design, content development and all methods for promoting awareness and interest in downtown Sacramento and organizational branding.

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**SPECIFIC RESPONSIBILITIES INCLUDE BUT ARE NOT LIMITED TO:**

MANAGEMENT

- Work collaboratively with leadership to determine priorities and to maximize visibility.
- Develop and implement a comprehensive plan for marketing/communications, including measurable goals and KPIs, to brand downtown as a destination for investment, culture and entertainment.
- Maintain Downtown Partnership brand standards in all marketing, digital, and public relations platforms.
- Supervise and develop department staff of 3.
- Maintain relationships with creative vendors, photographers and suppliers.
- Develop and manage department budget.
- Make presentations to the Downtown Partnership board and stakeholders.

MARKETING/COMMUNICATIONS

- Develop tools and workflow for efficient and effective production and dissemination of internal and external communications.
- Work collaboratively with local, regional, and national media and promotional partners to find and develop opportunities to maximize promotional efforts.
- Generate and promote positive media stories about downtown Sacramento, organization and sponsored activities.
- Oversee development and execution of promotional campaign elements including, media buys, creative development, public relations, partnerships and campaign reports.
- Manage production of all aspects of material development, including copywriting, editing, design, production and distribution.
- Establish market research and audience evaluation reporting.

PARTNER ENGAGEMENT

- Serve as a representative of the Downtown Partnership at various meetings and other forums in the community.
  - Coordinate programs and initiatives to educate and support downtown stakeholders as well as enhance the visitor experience downtown.
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- Manage promotional support and media sponsorships for Downtown Partnership signature events including, Concerts in the Park, Downtown Ice Rink, Downtown Farmers' Markets, Dine Downtown, State of Downtown, Old Sacramento events, and more.
- Support revenue generation including banners, public space activation, and e-commerce.

#### DIGITAL COMMUNICATIONS

- Supervise all digital campaigns including content and creative development, database growth and campaign evaluation.
- Support content updates and ensure up-to-date information to best serve downtown stakeholders and visitors.
- Oversee implementation of day-to-day posts, tracking, and optimization of social content and editorial calendars for Facebook, Twitter, Instagram, LinkedIn, YouTube, TikTok and new channels, as developed.
- Coordinate optimization of digital content through trend monitoring and analytical reporting.

#### VISUAL COMMUNICATIONS

- Manage development of design elements to support marketing and digital activities as well as special events, programs and special projects.
- Direct professional and ad hoc photos and video to support promotional partners, campaigns and Downtown Partnership activities.

#### **QUALIFICATIONS**

- Passion for downtown Sacramento.
- Ability to work in a fast-paced, demanding environment with various constituent groups including both external and internal audiences.
- Strong leadership, management and project management skills with excellent analytical and presentation skills.
- Ability to innovate and initiate.
- Experience managing staff and budgets.
- Understanding of media and online communities with a clear understanding of Sacramento's media landscape.
- Experience with CRM integration and content management systems.
- Familiarity with the latest trends, technologies and methodologies in graphic design, web design, production, etc.
- Proficiency in Microsoft Office, WordPress, MailChimp and Adobe Creative Cloud (preferred).
- Minimum 5 years of experience in marketing, communications, public relations and/or design.
- B.A./B.S. in Communications, Marketing, or related discipline (preferred).

#### **COMPENSATION**

- Competitive salary, commensurate with experience, and bonus eligibility.
- Generous paid time off.
- Excellent benefits including health, dental, life and identity theft insurance.
- 401k retirement plan with 5% employer matching.
- Cell phone reimbursement.
- Paid parking, access to onsite fitness center and more.

**To apply, submit cover letter and résumé to [hr@downtownsac.org](mailto:hr@downtownsac.org)**