

**Position:** Digital Communications Coordinator

**Reports to:** Marketing Manager

**Function:** This position is responsible for executing digital activities to build the Downtown Sacramento Partnership brand and grow awareness and interest in downtown Sacramento. Duties include developing digital content, managing online brand presence through social media, websites, email marketing, and more.

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**Specific responsibilities include, but are not limited to:**

**SOCIAL MEDIA**

- Curate content for 16 social media channels across six different brands:
  - Primary: Facebook, Twitter, Instagram
  - Secondary: Tik Tok, LinkedIn, YouTube, and new channels as developed.
- Write and develop creative social content.
  - Maintain consistent brand voice and tone across all brand channels.
  - Engage with social community.
- Actively manage editorial calendars.
- Execute marketing partner and sponsor deliverables.
- Create and deploy paid digital advertising complementary to marketing campaigns.
- Track and produce monthly trend monitoring, analytical reports and optimize content for better results

**DIGITAL COMMUNICATIONS**

- Coordinate digital influencer programs to support downtown activities, including Downtown Partnership events, public space activation, tours and more.
- Regularly analyze digital content and measure digital reach through regular reporting on trends and analytics.
- Regularly refine content on DowntownSac.org and GoDowntownSac.com websites to ensure up-to-date information that best serves downtown stakeholders and visitors.

**VISUAL COMMUNICATIONS**

- Utilize Adobe Suite to develop design elements that support social and digital activities as well as special events, programs and projects, as needed.
- Coordinate development of photo and video assets to support campaigns, promotional partners and Downtown Partnership activities.

**GENERAL ACTIVITIES**

- Grow reach and engagement of digital channels.
- Stay abreast of emerging digital media trends, practices, mediums, and more.
- Assist marketing, communications, and public relations activities.
- Other duties, as assigned.

**QUALIFICATIONS**

- Passion for downtown Sacramento.
- Excellent analytical, communications and creative writing skills.
- Experience managing social media platforms, SEO/SEM, and marketing database.
- Experience engaging with online communities and influencers.
- Highly organized with the ability to manage multiple projects while staying on time and close attention to details.
- Experience with Sprout Social, WordPress, MailChimp and CRM software.
- Experience with Microsoft Office and familiar with Adobe Creative Suite.
- Knowledge of graphic design and photography.
- 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 and identity theft insurance.
- 401k retirement plan with employer matching.
- Parking, gym membership, partial cell phone reimbursement and more.

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