

Position: Communications Specialist

Reports to: Communications Manager

Function: The Communications Specialist plays an active role managing stakeholder and internal communication for the Downtown Sacramento Partnership. This position is responsible for the execution of strategic messaging to achieve Downtown Sacramento Partnership's vision of creating a destination of choice, along with producing campaigns to showcase the Partnership's value to stakeholders. Strong writing and editing skills required, with experience tailoring messaging to specific audiences through digital, social, and traditional mediums.

Key responsibilities include, but are not limited to:

MESSAGE AND SPEECH DEVELOPMENT:

- Research, write, and present draft or outline of various speeches and written collateral directed to internal and external stakeholders.
- Plan, write, and edit press releases for Partnership programming.
- Design, prepare, and publish monthly e-newsletters and email communications to constituents and businesses.
- Manage printed and digital communications materials to support community and constituent relations and public affairs, while ensuring messaging is consistent and engaging.
- Support development of communications and outreach strategies in new and diverse ways, in keeping up with new industry practices.
- Analyze and effectively communicate complex issues.

PROMOTIONAL CAMPAIGNS

- Support Policy, Economic Development, and Public Space departments by collaborating in the development of various communication campaigns.
- Support development and implementation of marketing programs and initiatives to most effectively amplify the message that downtown is a destination of choice to current and potential stakeholders, including quarterly reports and annual reports.

MEDIA RELATIONS

- Track and promote positive media stories about downtown Sacramento, and effectively showcase them to stakeholders.
- 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 creative, timely, and positive manner.
- Stay abreast of emerging media trends, practices, mediums, and opportunities.
- Other duties, as assigned.

SKILLS & RELEVANT EXPERIENCE

- Passion for improving 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 ability to work collaboratively.
- Ability to exercise a high degree of initiative, exercise critical thinking skills and have a tactical way of thinking.

QUALIFICATIONS

- Minimum years of experience in marketing, communications and/or public relations.
- B.A./B.S. in Public Relations, Communications, Marketing, or related discipline (preferred).
- Experience with public speaking and speech writing and familiarity with AP style.
- Familiarity with WordPress, MailChimp, and Adobe Creative Suite (preferred).

COMPENSATION

- Full-time non-exempt position with an hourly rate of ~\$24-\$26.44/hr (equivalent to \$50,000-\$55,000/yr.) commensurate with experience.
- Generous paid time off.
- Excellent benefits including health, dental, life and identity theft insurance.
- 401k retirement plan with employer matching.
- Parking, gym access and more.
- Cell phone reimbursement.

To apply, email HR@downtownsac.org by 5 p.m. on August 4, 2023, with cover letter and résumé. Include start date availability.

**** This position is in-person, and all applicants must be prepared to work in the central office located in downtown Sacramento, CA****