



**Position:** Marketing Specialist

**Reports to:** Marketing Manager

**Function:** The Marketing Specialist supports the execution of Downtown Sacramento Partnership's marketing and communications initiatives under the direction of the Marketing Manager. This role is responsible for carrying out assigned tactics, coordinating logistics, producing content and assets, and supporting the day-to-day implementation of campaigns, events, and promotions.

The Marketing Specialist works within established priorities, timelines, and workplans set by the Marketing Manager and collaborates with internal teams, vendors, partners, and fellow Marketing Specialists to ensure marketing deliverables are completed accurately, on time, and in alignment with brand standards.

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

##### **CAMPAIGN AND PROJECT EXECUTION**

- Execute assigned marketing and communications tactics in support of downtown-wide campaigns, events, and initiatives, following direction, priorities, and timelines established by the Marketing Manager.
- Support project coordination by tracking tasks, deadlines, and deliverables; proactively communicating progress, challenges, or resource needs to the Marketing Manager.
- Assist in maintaining campaign calendars, editorial calendars, and supporting documentation to enable smooth execution across concurrent initiatives.
- Proactively flag risks, delays, capacity constraints, or unclear direction to the Marketing Manager to support timely decision-making and course correction.

##### **EXTERNAL-FACING MARKETING/COMMUNICATIONS**

- Produce consumer-facing marketing materials — including copywriting, basic design updates, production coordination, and distribution — under the direction and review of the Marketing Manager.
- Provide day-to-day promotional support for Downtown Sacramento Partnership programs, activations, and signature events by executing assigned marketing deliverables and adhering to established timelines.
- Coordinate on-site promotional activities as needed, including staffing marketing booths and supporting photography and videography logistics during events.
- Monitor and execute in-kind sponsorship marketing requirements by tracking deliverables and ensuring fulfillment aligns with sponsor agreements and campaign plans.
- Provide on-site marketing and promotional support during events and activations as needed, including evenings or weekends, in coordination with the Marketing Manager and event teams.

##### **DIGITAL COMMUNICATIONS AND CONTENT**

- Maintain content updates across Downtown Sacramento Partnership-managed websites and digital platforms to ensure timely, accurate information for visitors, residents, and stakeholders.
- Implement email marketing, blogs, and newsletters by drafting content, assembling assets, and executing distribution schedules as assigned.
- Facilitate data collection and compile post-campaign or post-event performance information for review with the Marketing Manager.
- Execute day-to-day social media activity by drafting, scheduling, and publishing content across platforms including Facebook, Instagram, TikTok, X/Twitter, LinkedIn, YouTube, and emerging channels, under the direction of the Marketing Manager.
- Maintain and update editorial calendars (e.g., Sac365 or similar tools), ensuring content aligns with campaign priorities and timelines.
- Engage with businesses, partners, and influencers through digital platforms while maintaining a consistent brand voice and tone.
- Track performance metrics and produce regular analytics and trend monitoring reports to support optimization and planning discussions.
- Execute partner and sponsor deliverables as outlined in agreements by preparing and distributing approved content and materials.

#### VISUAL & ASSET COORDINATION

- Edit and update design elements using Adobe Creative Suite within established graphic frameworks and brand standards provided by the Marketing Manager.
- Coordinate day-to-day logistics for photography and video production, including scheduling, contributor coordination, asset collection, file organization, and handoff.
- Maintain photo, video, and asset archives to support ongoing marketing and communications needs.
- Ensure accuracy, completeness, and adherence to brand standards across all assigned deliverables prior to review by the Marketing Manager.

#### ADMINISTRATIVE & OPERATIONAL SUPPORT

- Assist with billing, invoicing, and contract documentation related to marketing campaigns and programs.
- Provide general administrative and operational support to the marketing and communications team, including material preparation, mailings, and on-site event assistance as needed.
- Stay informed of emerging digital media trends, tools, and practices and share relevant insights with the Marketing Manager.
- Support marketing, communications, and public relations activities as assigned.
- Perform other duties as assigned in support of department objectives.

#### **QUALIFICATIONS**

- Demonstrated experience planning, coordinating, and delivering marketing or communications projects involving multiple contributors, deadlines, and deliverables.
- Strong organizational and project management skills, including the ability to prioritize work, manage timelines, and track progress across concurrent initiatives.
- Experience executing marketing or communications projects under the direction of a manager, including coordinating tasks, meeting deadlines, and delivering high-quality work. Ability to interpret strategic direction and workplans and translate them into accurate, timely execution of assigned tasks.
- Comfort collaborating with vendors, partners, and internal teams while escalating decisions, risks, or conflicts to the Marketing Manager as needed.
- Ability to translate strategic goals into clear workplans, assignments, and measurable

outcomes.

- Familiarity with marketing and communications channels including digital, social, events, and earned media, with an understanding of how these channels work together in integrated campaigns.
- Working knowledge of digital platforms, content management systems, and marketing tools sufficient to guide execution and review work produced by others.
- Experience managing or contributing to budgets, vendor relationships, or sponsored deliverables.
- Strong written and verbal communication skills, with the ability to present ideas, provide feedback, and coordinate across internal and external stakeholders.
- Minimum of 4–6 years of experience in marketing, communications, public relations, or a related field.
- Bachelor's degree in Communications, Marketing, or a related discipline (preferred).
- Demonstrated interest in urban places, downtown environments, events, or community-focused marketing.

#### **COMPENSATION**

- \$62,000-\$65,000, commensurate with experience.
- Generous paid time off.
- Excellent benefits including health, dental, vision, life and identity theft insurance.
- 401k retirement plan with 5% employer matching, fully vested.
- Cell phone reimbursement.
- Paid parking, access to onsite fitness center and more.

\*\* This position is located in downtown Sacramento and is a fulltime in person/in office position\*\*

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