



COMPANY	Downtown SLO
LOCATION	San Luis Obispo, CA
JOB TITLE	Marketing & Communications Manager (Full-Time)
REPORTS TO	Senior Director of Events & Fundraising
LOCATION	Hybrid optional with required in-office Tuesdays and Wednesdays every week

ABOUT OUR ORGANIZATION

Downtown SLO is a 501c6 nonprofit founded in 1975 whose mission is to foster an economically vibrant Downtown. Downtown SLO serves the community by working on initiatives like parking and beautification efforts, coordinating special events and the weekly Farmers' Market, supporting economic activities and examining downtown issues. Our office is located in the heart of downtown on Chorro Street, and our work environment is fast-paced, dynamic, and fun.

JOB DESCRIPTION

The Marketing Manager is responsible for external communications including managing promotional campaigns for programs and events, maintaining a robust social media presence, curating and creating weekly newsletters, writing and distributing press releases, and creating and updating website content with local partners. The ideal candidate will be independently motivated and a team player with a creative eye for design, a passion for the downtown environment and an understanding of traditional and emerging marketing trends and activities.

The Marketing Manager is responsible for all organizational promotions and events produced by Downtown SLO. This includes but is not limited to:

- Create and gather content weekly to be shared on social media, in newsletters, and on the Downtown SLO website. Oversees all social media content and reviews all organizational outgoing material from DTSLO from all departments
- Design marketing and promotional materials, both print and digital
- Creates annual sponsorship materials and works with stakeholders on promotional benefits
- Draft, revise, and upload content for DowntownSLO.com
- Work with publication vendors for timely ad submissions
- Write and distribute press releases, as well as being on-hand to field media questions and potential interviews as needed
- Maintain an archive of digital photo and video assets; share with members and partners where applicable
- Develop a seasonal content calendar to plan marketing and communication pieces
- Prepare monthly reports of marketing and communication campaigns with analytics.
- Prepare the annual comprehensive yearly report, shared with partners, businesses, and the community, to increase awareness and support



- Brief team on design, image, and content needs for promotional and marketing literature and activities
- Act as a brand steward, upholding brand standards and consistency in all projects to include design for our retail space
- Coordinate, manage, and expand the banner program and the revamped Tree Dedication Program
- Continue the development of Downtown SLO's voice in all communications to be friendly, welcoming, helpful, and forward-thinking
- Increase operational efficiency and help set up and improve workflow processes when and where needed
- Other tasks as needed

MANAGEMENT

- Seasonal intern/Cal Poly senior project support management
- Supervises part-time Social Media Coordinator
- Supervises full-time Membership Coordinator

REQUIREMENTS

- Bachelor's degree in communications, marketing, or a related field preferred, or substitute 3-5 years of related experience
- Strong writing and storytelling skills
- Professional experience managing multiple social media channels including Facebook, Instagram, and LinkedIn
- Proficiency with Adobe Creative Suite, Mailchimp, and web development
- Familiarity with marketing metrics and web analytics
- Candidate must be a creative thinker, a team player, and be able to work independently with limited supervision
- Previous experience in managing team members
- Detailed with outstanding organization, communication, time management and customer service skills
- Strong interpersonal communication skills and the ability to work with large and diverse groups of people
- Must be able to work some evenings and weekends

**COMPENSATION**

This is a full-time position at an annual salary \$62,000-\$70,000. Merit-based annual increases will be based on defined metrics determined during annual review or CA State law.

BENEFITS

Benefits include sick leave, vacation time, paid holidays, medical, and retirement. Medical benefits are available after 90 days of employment. Retirement benefits are available after 1 year of employment.

TO APPLY

Send a cover letter and resume to ali@downtownslo.com