

Social Media/Marketing Assistant



ORGANIZATION: Downtown SLO

LOCATION: San Luis Obispo, CA

POSITION STARTS: June 2023

HOURS: Part-time: 10 hours/week

REPORTS TO: Marketing & Communications Coordinator

ABOUT THE ORGANIZATION

Downtown SLO is a 501 (c)(6) nonprofit founded in 1975 whose mission is to foster an economically vibrant downtown. Downtown SLO serves the community by 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. [Read our 2021-2022 Annual Report](#) to learn more about our organization, or visit DowntownSLO.com/About.

JOB DESCRIPTION

We are seeking a creative and outgoing individual to assist with digital marketing efforts surrounding our famous weekly Thursday Night Farmers' Market, our annual summer Concerts in the Plaza series, and the overall downtown experience. You will work alongside a fun and dedicated team committed to cultivating a lively, locally-driven, inclusive, and attractive downtown San Luis Obispo. This position requires collaboration with the Marketing & Communications Coordinator. You will work in-office, on-site at events, and occasionally remotely. This position will give you valuable work experience in social media marketing; stakeholder communications; destination marketing; media partnerships; nonprofit operations; data reporting; email marketing; events operations, and more!

- Part-time: 10 hours/week
- Fridays June 23-September 8, 2023, 4:30-8 PM
- Some Thursdays 5:30-8 PM
- Some weekdays during office hours

ESSENTIAL DUTIES & RESPONSIBILITIES

- Create and brainstorm engaging content opportunities for three social media channels: @DowntownSLO, @DowntownSLOFarmersMarket, and @ConcertsinthePlaza.
- Assist with social media content collection around downtown, at Concerts in the Plaza, and at the Downtown SLO Farmers' Market.
- Collect and list events on online community calendars.
- Write captivating copy.
- Curate and organize user-generated content.
- Organize and catalog photos and videos onto the shared drive.
- Track digital marketing data and ensure proper stakeholder recognition.

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- Perform other duties necessary to the organization.

DESIRED QUALIFICATIONS

- Creative thinker with interest in social media and digital marketing
- Comfortable engaging with community members and the general public
- Experience with Instagram and Facebook
- Strong writing and communication skills
- Light graphic design/photography experience
- A strong eye for detail
- Experience with Canva or Adobe Creative Suite preferred
- Experience with Google Drive preferred
- Experience with Airtable optional
- Comfortable working in noisy, busy outdoor environments
- Must be able to work some evenings and occasional weekends

PHYSICAL DEMANDS

- Stand/walk for prolonged period of time
- Lift and move materials up to 20 pounds
- Work in outdoor environment subject to weather

* Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

POSITION STARTS: June 19, 2023

COMPENSATION: The hourly rate of pay is \$19/hour.

To apply, please email your resume and brief cover letter to Marketing@DowntownSLO.com.

Downtown SLO is an equal opportunity employer.