

JOB DESCRIPTION



Job Title: Marketing Specialist
Salary Range: \$45,000 - \$50,000
Employment Type: Full-time
Start Date: January 2023

Position Summary: The Marketing Specialist assists with the following activities: marketing, advertising, brand management, public relations, social media and website development. This position is also responsible for e-newsletters, and other communication and marketing channels working under the direction of the Deputy Director and the President & CEO. Additionally, the position will provide support and assistance at a wide variety of DTP events and special projects.

Essential Duties and Responsibilities:

- Create high-quality social media content
- Schedule and post on all social media platforms
- Write and edit content for all communications
- Increase email subscribers and social media followers
- Create and disseminate news releases; follow-up with media and schedule interviews for the CEO
- Update DTP website in tandem with the Deputy Director
- Provide graphic design assistance for a variety of pieces produced internally
- Ensure DTP brand and brand standards are consistent
- Assist with content and creation of the CEO Update, Weekend Report, and other e-newsletters and notifications
- Assist with the production of all print and digital collateral
- Assist in the coordination and management of outside contractors
- Assist in the planning and execution of events and meetings
- Provide legendary customer service to a variety of downtown stakeholders

Desired Requirements & Characteristics:

- Excellent communication and writing skills
- Proficient with Social Media
- Bachelor's Degree in Marketing, Communications, or related field/experience
- Commitment to Tucson and the downtown community
- Highly motivated self-starter
- Organized, collaborative, resourceful, proactive and flexible
- Ability to multi-task and prioritize
- Excellent people skills
- Positive can-do attitude - not stopped by obstacles
- Creative thinker and problem-solver
- High-level of comfort with technology

Please submit your resume including two professional references and one writing sample to info@downtowntucson.org. No phone calls.
