



DOWNTOWN BERKELEY ASSOCIATION JOB DESCRIPTION

POSITION TITLE: **Marketing Assistant**

REPORTS TO: **Director of Vitality & CEO**

POSITION SUMMARY

About two thirds of this position reports to the Director of Vitality to support marketing, communications, social media, events, stakeholder engagement, and public space activation program.

About a third of this position reports to the CEO supporting office operations, including reception, mail, supplies, finance, and other administrative duties.

Position requires initiative and self-direction, and willingness and ability to work in small 4-5-person office, with limited resources.

Also, outgoing personality a plus in being able to work with property owners, merchants, businesses, nonprofits, residents, and other stakeholders.

KEY RESPONSIBILITIES & TASKS

Communications & Social Media

- Manages company social media channels, including Facebook, LinkedIn, Twitter, and other relevant platforms
- Engages in social media presence creation on new and emerging social media platforms
- Ability to create dynamic written, graphic, and video content
- Knowledge of search engine optimization (SEO) and pay-per-click (PPC)
- Creates content that promotes audience interaction, increases audience presence on company sites, and encourages audience participation
- Assists social media management with large projects, events, and community management
- Works as part of a team to develop large social media campaigns
- Analyses and reports audience information and demographics, and success of existing social media projects
- Proposes new ideas and concepts for social media content
- Works with marketing and social media team members to coordinate ad campaigns with social media strategy
- Writes and distributes e-newsletters to subscribers
- Manages social media communications
- Uses timelines and scheduled content to create a consistent stream of new content for audience interaction while analyzing, managing, and altering schedules where necessary to optimize visits

Events / Placemaking

- Work with Director of Vitality supporting DBA and partner events, including branding, PR, advertising, sponsorships, permits, suppliers, staffing, logistics, event sales, sponsorships, etc.
- Support an events/placemaking program for the new BART Plaza including art, music, vendors, recreation, etc.
- Help manage holiday décor program.

Outreach & Development

- Help recruit and manage interns to lighten load and leverage resources.
- Maintain member database, enews distribution, run reports, mailings, etc.
- Support merchants and nonprofits with new business kits.
- Support new residents with new resident kits
- Work with CEO to attract and retain high tech and other startup businesses.

Other Marketing Support

- Update database by inputting data from field sales; compiling, consolidating, formatting, and summarizing information, graphs, and presentations; distributing reports.
- Update project budgets
- Supports marketing by assembling quotes, proposals, videos, slide shows, pictures
- Prepares mailers and brochures by formatting content and graphics; arranging printing and internet packages.
- Maintains marketing content library by checking and replenishing inventory.
- Provides marketing project tracking and research information by collecting, analyzing, and summarizing data and trends.
- Accomplishes marketing and organizational projects as needed.

Office Management

- Act as receptionist for limited number of visitors and callers
- Order supplies and equipment as needed.
- Sort and direct mail to appropriate parties.
- Troubleshoot computer equipment and printers when problem. Call for outside support as needed.
- Assist CEO with financial analysis.
- Assist CEO with policy research as time allows.

POSITION REQUIREMENTS

Education

- Bachelors degree preferably in Marketing, Journalism, or Communications.

Experience

- Marketing experience is a plus, particularly in retail or urban space management, and experience in Berkeley arts, civic, or other Berkeley based organization.

Knowledge and Skills

- Strong writing skills.
- Journalism or marketing experience a plus with press releases, media stories, marketing plans, etc.
- Outgoing personality that is able and willing work with limited direction, and work with variety of stakeholders including property owners, merchants, residents.
- Strong command of social platforms including Facebook, Instagram, Twitter.

- Website management experience including web design, editing, and maintenance.
- CRM database management experience. FileMaker experience is a plus.
- Experience working with Constant Contact, or other Email Service Provider.
- Experience with Adobe design tools including Photoshop, InDesign, and Illustrator is a plus.
- Proficient in Microsoft Office Suite including Word, Excel, PowerPoint.

COMPENSATION

Commensurate with experience; with medical, dental, vacation/sick days benefits, commuter check transit program, plus simple IRA matching up to 3% of gross salary. This is an exempt position.

POSITION ENVIRONMENT

Position requires ability to work some evenings and weekends for special events and community meetings. Also need to carry small amount of materials to various events.

The DBA is a culturally diverse environment and committed to complying with State and Federal laws which include the Fair Employment Practices laws, which provide equal opportunity in employment for all persons regardless of race, color, national origin, sex, age, religion, veterans status, or disability. The DBA is also committed to equal opportunity based on sexual orientation and/or gender identification.

TO APPLY

Please send cover letter and resume to Matthew Jervis, DBA Director of Vitality by May 15, at mjervis@downtownberkeley.com