

Marketing Coordinator
(Part Time with possible future expansion to full time)



Organizational Overview:

The San Diego North County Economic Development Council (SDNEDC) is a 25-year old economic development organization serving the northern third of San Diego County. SDNEDC works with both public and private sectors to strategically grow the economic base north of SR 56. With a weekly newsletter reaching 4,000+ subscribers and a Twitter account with over 2,300 followers, SDNEDC uses its audience to promote regional prosperity and current business news and events. The organization's current budget is approximately \$500,000 and is comprised of two full time staff members, 2 independent contractors, and a board of directors that represents most of North County's major employers and incorporated cities.

Organizational Mission:

SDNEDC's mission is to build a stronger North County economy through regional collaboration and leadership. This is achieved by following the three tiers of economic development:

1. Promote North San Diego County as a place to invest and do business
2. Attract and retain talent and employers
3. Connect employers and educators to strengthen North County's workforce development system

Job Description:

We're looking for an extremely organized and creative individual to join the SDNEDC team as a Marketing and Events Coordinator. This role will be the lead marketing professional for the Council. An ideal applicant will leverage a broad understanding of marketing to promote both San Diego's North County and the SDNEDC through a variety of both online and off-line marketing channels. This is currently a hands-on role, requiring individuals to be a strategic and creative thinker, as well as a day-to-day implementer. This role has high visibility in the community, providing an exceptional leadership opportunity for a marketing professional looking to make his or her mark on North County.

Currently the role is 24 hours a week, to be split as mutually agreed upon. There is a possibility in the future that the role will expand to full time by July 2022.

About you:

- You are enthusiastic about helping strategize, design, and implement cost-effective marketing plans both for a non-profit association as well as a sub-region home to more than a million people and 540,000 jobs
- You are able to work independently and want creative freedom, authority, and responsibility

- You're extremely organized and detail-oriented. Strong editing skills are a must
- You love planning and managing events (or want to learn how)
- You love interacting with people both online and in-person
- You have strong project management skills, able to juggle multiple projects and tasks to keep them all moving in the same direction
- You have a strong familiarity with social media tools and have a track record of creatively using them to promote a product, service and/or events

Essential Duties:

Marketing

- Compile, edit and distribute SDNEDC's weekly newsletter and utilize strategies to build audience.
- Maintain SDNEDC marketing collateral, materials, and platforms
- Develop and implement social media campaigns designed to portray a narrative of San Diego North County's economic development story
- Utilize WordPress to manage SDNEDC's website, keeping content up-to-date and fresh while looking for strategic opportunities to enhance overall web presence
- Collaborate with regional partners, including but not limited to chambers of commerce, economic development organizations, academic entities, and private sector organizations to promote activities, employment opportunities, and events that enhance North County's reputation as a place to do business
- Explore additional ways to leverage your marketing skills and background to create value for the organization and the San Diego North County region

Events

- Manage, produce, and market 3 to 5 major events that average more than 300 attendees
- Manage monthly "lunch and learn" event series.

Some (10-15%) general office administrative tasks to support CEO, including taking minutes at monthly board and executive committee minutes

Employment Qualifications:

- Creativity and a "can-do" attitude and excitement to grow along with organization
- 1-3 years of marketing experience
- Familiarity with Microsoft Office Suite
- Familiarity with WordPress (or other web CMS platforms), Mailchimp, Canva, various social media platforms and analytics tools
- Proficient in Adobe Creative Suite (InDesign, Illustrator, Photoshop, etc)
- Excellent verbal and written communications skills
- Event planning experience or a willingness to learn
- Knowledge of various file types, how they display and upload, and how to convert files to different types as needed

- Must have a firm understanding of changing technology, including software and tools for Web design
- Knowledge of social media platforms and their use of current trends for business as well as community engagement tactics
- Ability to manage multiple projects, effectively prioritize work, and adjust to changing workloads and deadlines with attention to detail
- Ability to work cross-functionally with other members of the team to achieve organizational and regional goals
- Bachelor's degree preferred in communications, journalism, marketing, public relations or related field

Employment Status:

PART TIME: non-exempt, \$18 - \$24 per hour, DOE

The position is approximately 24 hours a week. We anticipate some of those hours (40%) can be done remotely. The other 60% will take place at our San Marcos offices. SDNEDC will provide, if need be, a laptop and pay for internet connectivity from your home. We do expect to elevate the position to full time as of July 1, 2022.

Benefits include 2 weeks of vacation, 1 week of sick time for full time employees (pro-rated for part time hours worked), and company contribution to SIMPLE IRA (currently 2% of wages and immediately vested). The company also offers health care through Covered California.

Accountability: This position reports directly to the CEO of the SDNEDC.

At Will Employment: Employment with the SDNEDC is considered at will. This means that both employees and SDNEDC have the right to terminate employment at any time, with or without advance notice, and with or without cause.