



# San Diego LGBT Pride

## Job Description – Digital Marketing Coordinator

**Job Title:** Digital Marketing Coordinator

**Reports to:** Marketing and Communications Manager

**FLSA Status:** Non-Exempt

**Position Type:** Part-Time Temporary

**Estimated Timeline for Temporary Position:** April 22, 2019 – July 15, 2019

**Wage:** \$15/hour, ~20 hours per week

### **Summary**

The Digital Marketing Coordinator will work closely with the Marketing and Communications Manager to successfully promote San Diego Pride's events and programs with particular focus on San Diego Pride weekend event and San Diego Pride Festival.

### **Essential Duties and Responsibilities**

Some of the primary duties and responsibilities of the Digital Marketing Coordinator include:

**Community Engagement:** Assist with day-to-day community and fan engagement, page and content moderation, cross platform media outreach, and digital newsletter management.

**Sponsorship Fulfillment:** Oversee the coordination and fulfillment of all contractual marketing requirements for 2019 San Diego Pride sponsors.

**Analysis:** Take data from performance analytics and be able to assist in creating reports for our constituents that draw conclusions on performance and provide recommendations for ad campaign optimization.

**Team Coordination:** Assist Marketing and Communications Manager in management of contractors, volunteers and interns in the Marketing and Communications department.

### **Required Knowledge, Skills, and Experience**

- Understanding of marketing and communications with relevant education and/or experience
- Active on social media
- Knowledge of content management systems
- Excellent copywriting and copy editing skills
- Excellent verbal and written communication skills
- Detail oriented and extremely organized
- Strong computer literacy
- Project management experience
- Knowledge of web analytics

Founded in 1974, San Diego LGBT Pride is a 501(c)3 nonprofit organization whose mission is: Fostering pride in, and respect for, all lesbian, gay, bisexual, and transgender communities, locally, nationally, and globally. [www.sdpride.org](http://www.sdpride.org)

San Diego LGBT Pride • 3620 30th St, San Diego, CA 92104 • [info@sdpride.org](mailto:info@sdpride.org)  
Phone 619-297-7683 | Fax 619-260-3096



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#### **Minimum Qualifications**

1-2 years of previous experience with digital marketing required. College degree in Marketing or related field or commensurate experience strongly preferred.

Must have reliable transportation

#### **Physical Demands**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit, use hands to finger, handle, or feel objects, tools, or controls; reach with hands and arms. The employee is occasionally required to stand, walk, stoop, kneel, crouch, or crawl. The employee will frequently lift up to 50 pounds. The employee may be required to travel for a variety of work functions such as providing trainings and attending off-site meetings.

#### **Work Environment**

All employees and volunteers of San Diego Pride must maintain an environment that is friendly, welcoming, and accepting of all factions of the Lesbian, Gay, Bisexual, Transgender, Queer, Intersex, and any other members of our community.

#### **Benefits**

This position is entitled to accruing paid sick leave in accordance with federal, state, and local regulations. This part time temporary position is not eligible for health benefits, paid vacation, or other benefits.

#### **Equal Opportunity Employer**

SD Pride is an equal opportunity employer and does not discriminate based on race, color, ancestry, national origin, age, sex, sexual orientation, gender identity, gender expression, sex characteristics\* (\*the physical features of the body that typically indicate sex, such as facial hair or body shape,) domestic partner status, marital status, religion, military service, pregnancy, physical/mental disability (actual and perceived), political activity, medical condition, genetic information or any other protected class as defined under state or federal laws.

#### **Job Location**

San Diego, California

#### **To Apply**

Send a resume and cover letter to San Diego LGBT Pride's Marketing and Communications Manager, Alex Villafuerte, at [AlexV@sdpride.org](mailto:AlexV@sdpride.org). No phone calls or office visits, please.

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