



San Diego LGBT Pride

Job Description – Marketing & Communications Coordinator

Job Title:	Marketing & Communications Coordinator
Reports to:	Marketing & Communications Manager
FLSA Status:	Salaried, Non-Exempt
Position Type:	Full-Time
Salary:	\$49,920/yr
Benefits Include:	Medical and Dental Health Coverage, Vacation and Sick PTO, Professional Development Opportunities

SUMMARY

San Diego LGBT Pride is a 501(c)(3) nonprofit organization with a mission to foster pride, respect, and equality for the LGBT community. San Diego LGBT Pride is one of the oldest LGBT-serving nonprofits in San Diego, and is best known for our annual flagship celebration - the San Diego LGBT Pride parade and festival that brings together more than 350,000 individuals from San Diego and across the country. San Diego LGBT Pride is also the most charitable Pride celebration in the world, having distributed over 3 million dollars to LGBT-serving nonprofits since 1994.

The Marketing & Communications Coordinator works under the guidance of the Marketing & Communications Manager to successfully promote San Diego Pride's events and programs with particular focus on San Diego Pride weekend and the San Diego Pride Festival.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Some of the primary duties and responsibilities of the Marketing & Communications 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.

Content Monitoring and Seeding: Assist in monitoring key online conversations and events to make sure brands are participating effectively and are being well-represented. Seeding approved content and editorial pieces to key influencers and other identified sites and blogs.

Marketing Fulfillment: Oversee the coordination and fulfillment of all contractual marketing requirements for San Diego Pride sponsors, partners, and entertainment.

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

- Deep proven knowledge and understanding of LGBTQ policy and issues
- Understanding of marketing and communications with relevant education and/or experience
- Experience and knowledge with websites and applications relevant to digital marketing
- Experience with content management systems
- Excellent verbal and written communication skills
- Project & time management
- History working with and overseeing volunteer led projects and programs
- Detail oriented and extremely organized
- Strong computer literacy

MINIMUM QUALIFICATIONS

1-2 years of previous experience with 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 lift or push up to 30 lbs, stand, walk, stoop, kneel, crouch, or crawl. 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.

TO APPLY

Send a resume and cover letter to Careers@sdpride.org. No phone calls, social media messages, or office visits, please.

**** San Diego Pride is an equal opportunity employer****