



San Diego LGBT Pride

Job Description: Director of Marketing & Communications

Job Title: Director of Marketing & Communications
Reports to: Director of Philanthropy
FLSA Status: Exempt
Position Type: Full Time

Salary: \$68-70,000

Benefits Include: Medical, Dental, and Vision Insurance, Vacation and Sick PTO, 14 Holidays, and Professional Development Opportunities

ABOUT SAN DIEGO PRIDE: San Diego Pride is a 501(c)(3) nonprofit organization with a mission to foster pride, equality, and respect for all lesbian, gay, bisexual, and transgender communities locally, nationally, and globally. San Diego Pride is a year-round LGBTQ education and advocacy organization and one of the oldest LGBTQ-serving nonprofits in San Diego, best known for our annual flagship celebrations - the Pride Parade and Festival - that brings together more than 350,000 individuals from San Diego and across the country. San Diego Pride is also the most philanthropic Pride organization in the world, having distributed over 3 million dollars to LGBTQ-serving nonprofits since 1994.

ABOUT THE POSITION: San Diego Pride's Director of Marketing and Communications will develop and implement strategies to drive the success of the organization's programmatic goals and remain a thought leader on intersectional LGBTQ social justice issues. The director will oversee one employee and a volunteer team to steward Pride's brand management, digital communication, media relations, social media, advertising, photography, and videography. The director will work closely with program leads and senior staff to further the vision and mission of San Diego Pride.

ESSENTIAL DUTIES & RESPONSIBILITIES

Strategy & Vision: Using current best practices and analytics; review, update, and lead the execution of a strategic communications plan that builds on the organization's strategic plan.

Community Engagement: Oversee and coach staff on developing and implementing policies and procedures for day-to-day community/client communication flow, contact database management, event guest and volunteer communication management, email communication, and advocacy efforts.

Written Communication: Oversee the drafting and copy editing of press releases, talking points, e-newsletters, and other communication based on input from diverse programs and departments.

Brand Integrity: Oversee the utilization of Pride branding standards and voice to create cohesive and integrated communications across multiple platforms while promoting diverse organizational events, programs, and public education campaigns.

Team Management: Oversee department staff, volunteers, interns, and contractors to ensure timeline adherence including print schedules, media coordination, sponsor and entertainer contract fulfillment, banner, and merchandise design and production.

Event Planning: Oversee design and printing of San Diego Pride Parade & Festival collateral materials, maximize marketing efforts to bolster revenue, and oversee on-site staff and volunteers leading up to and during Pride festivities.

REQUIRED KNOWLEDGE, SKILLS, & EXPERIENCE

- **Education:** A Bachelor's degree in marketing communications or related field is *required. *Any combination of experience, education, and training that would provide the equivalent knowledge and abilities may be considered.
- **Experience:** 4-6 years of professional experience in 501(c)(3) nonprofit overseeing a marketing and communications department.
- Must have working knowledge of and experience with Content Management Systems, Email Marketing Service, and online networks (Preferences to Meta Platforms, Twitter, YouTube, etc.).
- Thorough knowledge of web analytics (e.g. Google Analytics, Facebook Insights, etc.)
- Advanced level skills with Microsoft Excel, Word, PowerPoint and ability to learn other computer software programs.
- Intermediate graphic design skills required
- Must have exceptional traditional writing and grammatical skills and a flair for communicating in all social media channels.
- Obsessive attention to detail.
- Ability to work with shifting priorities to capitalize on traffic opportunities.
- Excellent written, oral, interpersonal, and presentation skills. Ability to professionally interact with a variety of constituencies including donors, volunteers, staff, visitors, government officials, and the general public.
- Experience working with the LGBTQ community and familiarity with issues of particular relevance to LGBTQ people and intersectional justice issues. Demonstrated passion for obtaining resources for marginalized communities a plus.
- Demonstrated ability to work effectively with people of diverse races, ethnicities, nationalities, sexual orientations, gender identities, socio-economic backgrounds, religions, ages, English-speaking abilities, immigration statuses, and physical abilities in a multicultural environment.
- Employees working with San Diego Pride must be able to pass a background check, conducted by San Diego Pride prior to offer of employment.

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 Lesbian, Gay, Bisexual, Transgender, Queer, Intersex, and 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****

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

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