



# San Diego Pride

## Job Description – Digital Marketing Specialist

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<b>Job Title:</b>	Digital Marketing Specialist	<b>Salary:</b>	\$52,000-\$60,000 DOE
<b>Reports to:</b>	Director of Marketing & Communications	<b>Benefits:</b>	Medical, Dental, Vision Vacation/Sick PTO, Paid Holidays, Professional Development
<b>FLSA Status:</b>	Nonexempt		
<b>Position Type:</b>	Full-time		
<b>Location:</b>	San Diego; This is not a remote position		

### Summary

Under the general direction of the Director of Marketing and Communications the Digital Marketing Specialist is responsible for planning, implementing, and monitoring the Digital Media strategy to increase brand awareness and improve marketing efforts.

Support the San Diego Pride marketing strategy by implementing digital tactics to increase ticket sales, enhance brand awareness, increase engagement with Pride365 programs, identify additional channels, attract traffic to the website, and promote an online presence.

Utilize search engine optimization (SEO) analytics and search engine marketing (SEM) techniques to increase traffic to the website. Develop, curate, and deploy compelling content to attract visitors and promote sales. Prepare and launch social media, email, and mobile marketing campaigns. Collect and analyze online statistics to identify marketplace trends and best practices to optimize online marketing performance.

### Essential Duties & Responsibilities

1. Assist in developing content and campaigns for Pride programs and the annual festival.
2. Enhance awareness of San Diego Pride, programs, and our brand through new and emerging media (digital, online, social).
3. Coordinate, implement, track activities through social media platforms (Instagram, Facebook, Twitter, TikTok, and LinkedIn).
4. Posting and interacting with users on a daily basis.
5. Manage social media management software (HubSpot, Loomly, etc.)
6. Measure the success of social media campaigns through reports and dashboards to monitor social media traffic using analytics tools such as Facebook Insights and Google Analytics.
7. Create email marketing campaigns in alignment with the overall marketing plan.
8. Utilize MailChimp, HubSpot, other CRMs, for analyzing email marketing campaigns.
9. Design graphics for social media and other marketing materials.
10. Serve as a San Diego Pride representative at community functions and events.
11. Responsible for website monitoring and web updates (Wordpress).
12. Provide photography services and photo/video editing services as needed.
13. Serve as an alternate for the emergency notification plan.
14. Perform other duties as assigned by the Director of Marketing and Communications.

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

- **Education:** A degree in a related field is preferred; however, any combination of experience, education, and training that would provide the equivalent knowledge and abilities may be considered.
- **Experience:** Minimum of one year of experience in journalism, public relations, marketing, communications, or related field.
- 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 status, 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.

## **Minimum Qualifications**

- Ability to communicate effectively in English in both oral and written formats.
- Commitment to the mission of San Diego Pride, to foster pride, equality, and respect for all lesbian, gay, bisexual, and transgender communities locally, nationally, and globally.
- Experience with social media strategy, data analysis, reporting, and aware of key trends. Must also know how each social media platform works differently.
- Knows how to utilize tools for email, social media, and mobile marketing.
- Willingness to work in the day, evening, on weekends, at unconventional times.

## **Preferred Qualifications**

- Additional qualifications in web design or animation is a plus.
- Minimum of two years of experience in journalism, public relations, marketing, communications, graphic design, or related field.
- Graphic design, photography, and photo/video editing experience (Adobe Creative Suite, Canva, Final Cut Pro, Premiere Pro, Audacity or other media editing software).
- Experience working with the LGBTQ community and familiarity with issues of relevance to LGBTQ people and intersectional justice issues. Demonstrated passion for obtaining resources for marginalized communities a plus.

## **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.

## **To Apply**

Send **a resume AND cover letter** to [Careers@sdpride.org](mailto:Careers@sdpride.org). No phone calls, social media messages, or office visits, please.

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