

**Job Title**

Social Media and Online Manager

Company

Gaslamp Quarter Association
614 Fifth Avenue, Suite E, San Diego, CA, USA

Salary

\$40,000.00 – \$60,000.00 per year

Job Type

Full-time

Job Description

- Manage website and social media content
- Work with Marketing Director in establishing Gaslamp Quarter Association (GQA) as a powerful media brand with an influential voice, boosting interactivity and clout across various communications
- Oversee GQA reputation management across site, social, LinkedIn, Google, etc.
- Manage flow of content from to and from GQA members
- Schedule photo shoots
- Compose and manage email newsletters
- Be aware of what's happening/trending around town
- Create and maintain a calendar of promotional posts to be made on social media, website
- Write original content
- Manage public relations under Marketing Director's direction
- Write/distribute press releases and interact with media
- Hiring writers and photographers
- Create web pages
- Maintain events calendar
- Prepare PowerPoint presentations

KNOWLEDGE, SKILLS, AND EXPERIENCE:

- Bachelor's degree in marketing, communications, or equivalent education and experience
- Interest in and knowledge of non-profit organization management, hospitality and tourism industries, and Downtown San Diego's Gaslamp Quarter National Historic District
- Minimum three years' experience in marketing, public relations, and coordinating special events; successful sales experience is preferred
- Proficient with MS Office Suite applications, Wordpress CMS, Mailchimp, and social media, including but not limited to Facebook, Twitter, Instagram, and YouTube/Vimeo
- Experience with Adobe Creative Suite, specifically Illustrator and Photoshop, preferred



- Experience with QuickBooks preferred
- Excellent written and verbal communication skills required, as well as strong organizational skills
- Strong interpersonal skills, with experience interfacing well with Board members, member businesses, sponsors, vendors, partners, and volunteers
- Able to successfully manage and adhere to budgets and deadlines
- Able to work in a high-pace environment on multiple projects and priority levels
- Must possess a working knowledge of fundraising principles and practices
- Comfortable appearing on camera and presenting to large groups

As a member of Gaslamp Quarter Association staff, there are additional responsibilities:

- Represent the GQA at community meetings, forums, and functions as designated by the Executive Director
- Answer phones and address multiple requests from members and the general public
- Act as the person of responsibility when the Executive Director is unavailable by plan or accident
- Support the staff efforts in the production of GQA events
- Be physically able to;
- Lift and carry a minimum of 25 lbs
- Navigate multiple levels of stairs
- Work from ladders and other high-reach equipment
- Sit, see, talk and hear
- Frequently use hands to finger, handle, or feel and reach with hands and arms
- Support the staff efforts in the successful execution of daily responsibilities and special projects

POLICY: It is understood that;

- All employees are hired on an at-will basis
- Each person's employment is for no specific term
- The employer reserves the right to terminate the relationship at any time
- The staff of the Gaslamp Quarter Association serves at the pleasure of the membership and its Board of Directors. By their actions and efforts, the entire staff is representative of the membership and should treat all members of the community with respect and consideration at all times.