

Visit Santa Cruz County

Santa Cruz, California

Position: Social Media – Marketing Communications Coordinator

We are seeking a locally-based Marketing Communications Coordinator to join our team! You will support the Communications Department with implementation of a year-around public relations and social media program. Candidate must be comfortable in a fast-paced environment and possess a passion for and expertise with social media platforms and the ability to take the lead on social media efforts, growing our followers and engaging our audience.

Position reports to and supports the Communications Director in addition to supporting the efforts of the Website Manager. This is an above entry-level social media and PR position. Although this position involves some administrative work, this is far from a clerical/secretarial job. Tight deadlines are a daily challenge, so candidate must be detail-oriented with strong organizational skills and writing ability. Candidate must possess a mature and professional appearance and demeanor. This position is an “in-office” position. Telecommuting is not an option.

Requirements

- Working knowledge of Google Analytics as well as utilizing social media platforms (Facebook, Twitter, You Tube, Instagram, etc.)
- Experience with Microsoft Office, FileMaker Pro, WordPress, HTML, and Burrelles-Luce or similar media monitoring platform
- Experience importing/exporting email lists using ACT, Filemaker, and MailChimp, for example
- Desktop publishing experience
- Excellent written and verbal communication skills
- Attention to detail
- Strong organizational and time management skills
- A love for assisting in a support role in a small two-person department, and be comfortable in a support role with detailed, administrative work
- A Bachelor's degree in Journalism, Public Relations, Communications or related field
- Knowledge of Santa Cruz County a plus

Responsibilities

- Lead social media efforts, posting in an authentic voice that reflects the organization
- Grow audience and engage followers through social media channels
- Work with clients to service their needs and manage their expectations
- Assist in coordination of public relations elements of key client initiatives/events
- Update monthly publicity reports
- Assist with drafting and editing written materials
- Write and edit content for marketing communication materials including print and electronic communication
- Update social media sites daily
- Screen media calls and identify how to best handle the inquiry
- Assist with PR campaign implementation as directed
- Assist with media relations research; including maintaining media lists, tracking and reporting of media coverage, and up-to-date information on appropriate publications/outlet
- Provide support to Website Manager

Compensation Package

Compensation package includes full health insurance, PTO, and incentive program.

This job description/posting describes the general purpose and responsibilities assigned to this job and is not an exhaustive list.

How to Apply

SERIOUS APPLICANTS WILL INCLUDE A COVER LETTER ADDRESSING EXPERIENCE RELATED TO THIS JOB POSTING AND WILL RESPOND WITH SALARY REQUIREMENTS. PLEASE PUT "MARCOM COORDINATOR" IN THE SUBJECT LINE OF YOUR EMAIL.

Email: cglynn@santacruz.org

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