



## Digital Marketing Associate Job Description

### THE ORGANIZATION

The Union Square Alliance is a 501(C)4 non-profit organization that works to improve the experience for visitors, workers and residents in the Union Square by promoting a safer and more secure district, enhancing its environmental quality and beauty, and reinforcing the vitality of its economic base. The objectives of the Alliance are to improve safety and security in the district; increase its cleanliness; enhance the visitor experience and the beauty of the area; define and brand the neighborhood; activate our public spaces; promote the district and the businesses located within it; provide a welcoming environment for visitors; help people effectively navigate the district increase the economic viability of the area and create an idea place to live, work and visit. The organization has been in existence since 1999 but was renewed and expanded by vote of the property owner's location within the district and the City and County of San Francisco's Board of Supervisors in July 2019.

### POSITION DESCRIPTION

This full-time regular, non-exempt position reports to the Director of Marketing and Events but also takes directions from other staff when working on certain projects. The digital marketing associate will oversee the digital marketing campaigns and programs for the Alliance. You will be responsible for developing and implementing the digital marketing strategy to promote the Alliance's websites, social media platforms, and other web-based resources. The projects and necessary designs can be either for Business to Business (B2B) and business to consumer (B2C) focused digital marketing efforts. While work hours are typically 9:00 a.m. – 5:30 p.m., Monday through Friday, some evening events and weekend work may be required. This is an "at-will" position.

### AREAS OF FOCUS

- Assist the Director of Marketing and Events with designing digital marketing materials for social media channels, marketing events and activations
- Create website content and implement SEO strategy
- Build online presence through newsletter/blogging and email marketing
- Create advertising materials, generating ideas for adverts and campaigns
- Research latest trends in search engine optimization, social media, content marketing, and monitor prominent BIDs online activities

### SOCIAL MEDIA

- Manage all social media platforms for both the Alliance and Foundation
- Design promotional flyers, email blasts, Facebook, Instagram, LinkedIn accounts
- Develop and execute social media campaigns
- Find influencers who can promote your posts
- Post quality content that engages the reader



## **WEBSITE**

- Manage website content through updating member and stakeholder information in Salesforce to promote changes and promotions
- Execute the Alliance's SEO strategy and conduct keyword research to determine which words will attract specific demographics
- Optimize website content for search engines

## **DIGITAL MARKETING CAMPAIGN**

- Execute digital marketing campaign by creating landing pages, pitching articles to blogs, and setting up Google Adwords campaigns
- Draft and distribute consumer and members newsletters
- Create reports to measure the success of the Alliance's digital marketing initiatives
- Research and analyze weekly pedestrian counting (Footfall) reports to share with members, stakeholders and potential media opportunities

## **BRANDING AND MARKETING COLLATERAL**

- Create branded materials including but not limited to district flags, banners, give-away merchandise
- Draft and coordinate development of annual report and mid-term report
- Design presentation decks, project display boards, info graphs

## **ADVERTISING**

- Develop Facebook and print ads to increase viewer retention and awareness
- Develop online advertising strategies based on budget, target demographic, and desired outcome
- Analyze the effectiveness of various advertising platforms to come up with new and innovative campaigns

## **REQUIREMENTS/QUALIFICATIONS**

Candidates considering applying for this position should have the following qualifications:

- Bachelor's Degree in related field to art/design, marketing, political science or urban planning (recent college graduates are encouraged to apply).
- Advanced skills in the Microsoft Office Suite required (Word, Excel, Outlook, and Power Point)
- Experience with CRM databases (Salesforce), Adobe Suite, and other graphic design software.
- Excellent written communication skills, including social media and website copy
- Photography and/or graphic design experience
- Experience with website management and social media
- Experience in basic administrative work
- Experience with non-profits or City agencies a plus
- Strong team and interpersonal communication skills



- Previous experience in urban district managements, Union Square and San Francisco, other CBDs/BID's, and private-public partnerships between City agencies is a strong plus.
- Applicants must be eligible to work in the United States.

### **COMPENSATION & BENEFITS**

We offer the opportunity to make a difference in Union Square and the City of San Francisco. Work with a diverse team and be exposed to exciting events, initiatives, and projects. Compensation for this full-time regular position is commensurate with experience and qualifications and includes:

- Salary range: \$65k-\$75k
- Professional development allowance of \$2,000/annually
- Mobile phone reimbursement of up to \$50/monthly
- Medical, dental, and vision insurance, 100% employer-paid
- Vacation, sick, and holiday pay
- Employer-sponsored commuter benefits of up to \$150/month
- Ability to participate in 401K plan (after 90 days of service)
- Opportunities to grow and develop your skills

*The Union Square Alliance is an Equal Opportunity Employer*