



THIRD
STREET
PROMENADE

Downtown Santa Monica, Inc (DTSM) Community Engagement Manager – Position Description

DTSM

DTSM is a 501 (c)3 non-profit organization that works with the City of Santa Monica to promote economic stability, growth and community life within Downtown Santa Monica through responsible planning, development, management and coordination of programs, projects and services designed to benefit the community as a whole, which includes downtown businesses, property owners, residents and visitors.

Job Description

The DTSM Community Engagement Manager is responsible for managing DTSM communications channels and providing regular and consistent management of these efforts to further the reputation and economic viability of Downtown Santa Monica. The Community Engagement Manager is an exempt position and reports to the DTSM Director of Marketing and Partnerships.

Essential Tasks and Responsibilities

The DTSM Community Engagement Manager will play a vital role in setting the scene in Downtown Santa Monica, using the art of storytelling to elevate the destination's identity and reputation as a distinct and compelling place. In addition, they will regularly engage with neighborhood stakeholders to create connections and gather insights to better understand the community's goals and values.

- Manage the day-to-day activities and services of marketing and communication programs and vendors
- Develop and implement an editorial strategy and roadmap for content creation
- Produce accurate and compelling content for websites, blogs, social media channels, newsletters, and other publications
- Monitor industry trends, competitive landscape, and community feedback, adjusting content and the organization's marketing and communication channels accordingly
- Maximize exposure for Downtown Santa Monica businesses and stakeholders
- Manage search engine optimization, digital partnerships, and online advertising programs
- Track and analyze content performance statistics at regular intervals, compiling reports as needed
- Formulate recommendations to executive management on communication matters
- Cultivate and maintain professional relationships with a variety of external contacts, including city staff, community organizations, stakeholders, and vendors
- Attend board and committee meetings, including occasional evening hours
- Complete special projects and other duties as assigned

Position Requirements and Preferences

- Undergraduate degree or relevant work experience required.
- Excellent written and verbal communication skills required.
- Expert understanding of social media and content creation required.
- Experience creating video content for Instagram and TikTok required.
- Understanding of graphic design and photography principles preferred.
- Proven ability to work with a team in a fast and innovative environment required.
- Degree in communications, marketing, public relations, or other related fields preferred.

Compensation and Benefits

- Salary of \$75,000 to \$80,000
- Platinum-level health care benefits including dental and eye care insurance
- Long Term Disability
- Paid parking
- Paid holidays and generous PTO
- Retirement plan

Commitment to Diversity

Downtown Santa Monica, Inc. is an Equal Opportunity employer, and does not discriminate on the basis of race, color, national origin, ancestry, religion, gender, sexual orientation, age, physical disability, mental disability, marital status, veteran status, genetic information, or any other characteristic which may be specified by law or agency policy.

To apply please contact Ariana Gomez at ariana@downtownsm.com