



Community Engagement Manager - Position Description

About Downtown Santa Monica, Inc. (DTSM, Inc.)

Downtown Santa Monica, Inc. is a private 501c(3) non-profit organization that works with the City of Santa Monica to manage services and operations in Downtown Santa Monica while promoting economic stability, growth, and community life within this unique neighborhood. Its programs include operations, marketing, and advocacy on behalf of Downtown Santa Monica businesses and property owners.

Job Description

The Community Engagement Manager is responsible for telling the story of Downtown Santa Monica and fostering relationships with the district's business and stakeholders. The position oversees all of DTSM, Inc.'s communications, including website, newsletters, and social media. They work closely with the Director of Marketing and Partnerships to manage public relations, advertising, and event promotions. As part of the marketing and events team, the Community Engagement Manager strives to engage locals and the greater Los Angeles community to encourage visitorship and interest in Downtown Santa Monica.

The Community Engagement Manager is an exempt position and reports to the Director of Marketing and Partnerships. It is an in-person job.

Essential Tasks and Responsibilities

- Manage the day-to-day activities and services of marketing and communication programs
- Develop and implement an editorial strategy and roadmap for content creation
- Produce accurate and engaging content for websites, blogs, social media (Instagram, Tiktok, Twitter, Facebook, Threads), newsletters, and other publications as needed
- Monitor industry trends, competitive landscape, and community feedback, adjusting content and the organization's marketing and communication channels accordingly
- Manage search engine optimization for downtownsm.com
- Manage advertising campaigns and track the department's advertising budget
- Track and analyze content performance statistics at regular intervals, compiling monthly reports
- Formulate recommendations to executive management on communication matters
- Manage vendors, including graphic designers, web developers, and photographer
- Manage and project manager vendor contracts
- 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

- An undergraduate degree or relevant work experience is required.
- Excellent written and verbal communication skills are required.
- An expert understanding of social media and content creation is required.
- Experience creating video content for Instagram and TikTok is required.
- Knowledge of graphic design and photography principles is preferred.
- Must have proven ability to work with a team.
- Degree or experience in communications, marketing, public relations, journalism, or other related fields preferred.

Compensation and Benefits

- Salary of \$85,000 to \$90,000
- Company-paid, platinum-level health care benefits, including Medical, Visual, and Dental
- Flexible Spending Account (medical and dependent care)
- Long Term Disability
- Paid parking
- Paid holidays, sick days, and generous PTO
- Retirement plan with company contribution

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 send your resume to Ariana Gomez at ariana@downtownsm.com.