Marketing Specialist

About Santa Monica Travel & Tourism
Santa Monica Travel & Tourism works to strengthen our local economy by enhancing and promoting our community as a distinctive, compelling and welcoming travel destination. We are a collaborative team of 24 employees with a passion for Santa Monica and the travel industry. Governed by a board of 11 community individuals, we are a non-profit, non-member organization that serves as the official travel and promotion agency for the City of Santa Monica. For more information, please visit www.santamonica.com

Position Overview
Reporting to the Director of Marketing, the Marketing Specialist will develop consumer-focused content that will be shared across Santa Monica Travel & Tourism’s social media and e-newsletter channels. You will also support all annual marketing campaigns. The right candidate is creative, resourceful and savvy. This person will be on the pulse of what’s happening in Santa Monica’s arts, culinary, cultural, events, retail, tech and wellness scenes. The Marketing Specialist will promote Santa Monica to the world through innovative content and social media strategies.

Responsibilities
- Develop annual content calendar that will serve as a guide for SMTT’s social media and e-newsletter platforms.
- Post and govern content on SMTT’s social media channels (Facebook, Instagram, Twitter, Pinterest, YouTube, TripAdvisor, LinkedIn).
- Establish an authentic and robust engagement with SMTT’s social media audiences by responding regularly to appropriate social media posts.
- Work directly with external content creators to develop new videos and blog posts.
- Stay abreast of social media trends and updates to algorithms, making recommendations of new strategies and tactics to ensure optimization.
- Gather content, build and distribute email outreach to SMTT’s various target audiences.
- Lead annual marketing campaigns such as Santa Monica Restaurant Week and others as assigned.
- Provide campaign/project progress updates and final recap reports.
- Leverage Adobe Photoshop, InDesign and/or Illustrator skills for basic graphic design assignments.
- Collaborate with Marketing Intern for support on various projects.

Requirements
- 2 – 4-year degree preferred.
- Excellent computer skills with knowledge of MAC applications and office computer software including Microsoft Office, Word, Excel and PowerPoint.
- Strong knowledge of social media channels and tools (i.e. HootSuite; Crowdriff would be a plus).
  Working knowledge of web-based databases and basic graphic design (Photoshop; InDesign or Illustrator).
- Thorough working knowledge of Santa Monica preferred.
- Minimum of one to three years of professional experience in marketing.
- Strong proofreading, oral and written communications skills.
- Strong time management skills.
- Reliable, responsible, honest and trustworthy.
- Ability to stay calm under pressure.
- Good self-management skills.
- Strong customer service and business etiquette skills.
- A personal commitment to excellence, professionalism and creativity.
- Able to work independently and as part of a team.
- Flexible regarding schedule and duties – will attend evening and weekend events.
- Strong administrative skills.
- Strong initiative, able to handle routine problems, excellent troubleshooting skills and decision making techniques.
- No relocation reimbursement will be provided. This is an at-will position. As an at-will employer, either SMTT or the employee may terminate the employment relationship at any time, for any reason, with or without good cause or advance notice.
- Physical demands and the work environment described here represent those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to engage staff with disabilities to perform essential functions. While performing the duties of this job, the employee is frequently required to stand, sit, walk and reach with arms and hands. Must be able to lift 50 lbs. and perform repetitive motions 50% of the time.

All qualified applicants will receive consideration for employment without regard to race, color, religion, national origin, ancestry, sex, marital status, age, sexual orientation, disability or condition of having AIDS, in accordance with requirements of local, state, and federal law.

How to Apply
To apply please email your cover letter, resume and salary requirements to employment@santamonica.com with the subject line MKTSPC2020.

You will not be considered for employment if you fail to follow the application instructions. We do not accept phone calls, walk-ins or emails.