

## Marketing and Communications Director

The Marketing and Communications Program Director (MCPD) is a full time employee of the Hillcrest Business Association and reports to the Executive Director. The MCPD shall implement all programs related to communications for the organization and will ensure the organization is presented in a consistent and professional manner at all times.

The activities of the MCPD will fall under these areas:

### **Marketing:**

- Implement projects of the Marketing Committee of the Hillcrest Business Association including but not limited to: shop local programs, Hillcrest Farmers Market, summer events, and quarterly organization mixer.
- Assist the Executive Director and other staff in the implementation of large events such as Hillcrest CityFest and Hillcrest Mardi Gras.
- Select, manage, and oversee the Marketing Intern, including creating and maintaining description of duties.
- Staff the monthly Marketing Committee of the association including preparing and distributing agendas, taking minutes, and assisting the committee chair when necessary.

### **Member Communications:**

- Update and expand online media including: websites, email lists and social networking sites.
- Manage member communications including: email newsletters, new business welcome packages, business development programs, and printed newsletters.
- In conjunction with the Executive Director, write, edit, and produce quarterly printed newsletter.

### **Media Relations:**

- Assist the Executive Director during any media events, production of press releases, and management of any media related activities.
- Actively seek out positive news stories to pitch to the media.
- Implement media response policy including maintaining media contact database and media list.

The MCPD must also be:

- proficient in MS Office software (including PowerPoint), Adobe creative software, and have experience working with websites (HTML).
- excel at copy writing and editing, proofreading and punctuation.
- have own transportation and a valid California drivers license.
- be willing to work outside of non-traditional work hours (including evenings and weekends), with diverse social groups, and accept other duties as assigned.