



Monterey Bay
ECONOMIC PARTNERSHIP

Job Description: Marketing Assistant

About the Organization

Monterey Bay Economic Partnership (MBEP) is a nonprofit membership organization consisting of public, private and civic entities located throughout the counties of Monterey, San Benito and Santa Cruz. Our mission is to improve the economic health and quality of life in the region.

Position Summary

MBEP seeks a full-time Marketing Assistant to support the Senior Marketing & Membership Manager and MBEP's marketing and social media efforts. This is a task-oriented position that requires attention to detail and effective communication to deliver first class results. Creativity, organization and critical thinking are core competencies for this role. This role reports to the Senior Marketing & Membership Manager.

Job Duties & Responsibilities

- Create weekly/monthly social media content calendars
- Post to and manage social media accounts
- Manage contact lists and database
- Assist with mailings to members and other constituents
- Implement marketing plan strategies and tactics as directed
- Draft and/or edit press releases, content for collateral, newsletter content, and more
- Update website content as directed
- Report out on social media and website analytics
- Update Google AdWords campaigns as needed
- Develop graphics and layouts for product illustrations, collateral and web pages
- Create images for marketing materials and campaigns
- Create and edit video content for use in emails and social media postings
- Conduct research projects as assigned
- Other duties as assigned

Qualifications/Requirements:

- Good understanding of MS Office (Outlook, Word, PPT, Excel), MailChimp, HootSuite, and WordPress
- Proficiency in Adobe Creative Cloud (Illustrator, Photoshop, InDesign) for graphic design and layout
- Proficiency in video editing and mixing
- Above average understanding of social media and ability to execute social media strategic plan on all platforms including Instagram, Facebook & Twitter
- Ability to work collaboratively and develop partnerships in the community
- Extreme attention to detail with strong follow-through on projects
- Strong writing and communication skills, in email as well as other communications
- Flexibility in work environment and ability to prioritize tasks
- Ability to manage multiple projects and meet deadlines
- High level of motivation; capability to work independently with little day-to-day direction
- Strong organizational and teamwork skills
- Exceptional time management skills
- Ability to view community-based issues through a “regional” lens
- *Experience in SEO and running Google Ads campaigns is a plus*

Classification: Non-exempt, full-time position

Please provide writing samples and portfolio of work

Qualified candidates are encouraged to send a resume and cover letter to Melanie McNulty at mmcnulty@mbep.biz.