



**Position:** Public Relations Specialist

**Reports to:** Communications & Outreach Director

**Function:** The Public Relations Specialist plays an active role showcasing the value of Downtown Sacramento Partnership to its stakeholders. This position is responsible for the execution of initiatives and messaging that promotes the value of both downtown as a central neighborhood, as well as the value of the staff and organization that lead it. Strong writing and editing skills required, with experience tailoring messaging to specific audiences and effectively distributing targeted information.

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**Key responsibilities include, but are not limited to:**

**PUBLIC RELATIONS CAMPAIGNS**

- Create and implement informational campaigns showcasing DSP projects, programs and initiatives and how they benefit the region.
- Produce successful educational campaigns that showcase the value of the Partnership to stakeholders, including annual reports and data impact reports.
- Identify opportunities for projects and/or campaigns that enhance the vision of downtown being a destination of choice while adhering to the vision and value of the Partnership.
- Collaborate with senior leadership on strategic messaging and developments, both internal and external.

**MESSAGE AND TALKING POINT DEVELOPMENT:**

- Research, outline and write copy for articles, talking points and media points.
- Plan, write, and edit press releases for Partnership programming.
- Prepare and publish monthly e-newsletters and email communications to constituents and businesses.
- Manage printed and digital communications materials to support community and constituent relations and public affairs, while ensuring messaging is consistent and engaging.
- Support development of communications and outreach strategies in new and diverse ways, in keeping up with new industry practices.
- Analyze and effectively communicate complex issues.

**MEDIA RELATIONS**

- Create editorial and advertorial content and effectively distribute creatively.
- Track media stories and identify opportunities and detriments in public sentiment regarding downtown Sacramento.
- Showcase and effectively amplify media stories featuring downtown Sacramento and Downtown Sacramento Partnership.
- Monitor and maintain relevant press and media coverage and maintain tracking and reporting recaps.

**GENERAL ACTIVITIES**

- Work hand-in-hand with Marketing Specialist to ensure messaging and brand are consistent through stakeholder and consumer-facing campaigns and initiatives.
- Manage and operate Mailchimp, LinkedIn, and WordPress platforms.
- Create PowerPoint presentations for select meetings that amplify messaging and goals.
- Other duties, as assigned.



### **SKILLS & RELEVANT EXPERIENCE**

- Passion for building downtown as destination of choice.
- Dynamic storyteller able to curate messaging geared towards the intended audience.
- Understand and articulate challenges in downtown environment, while generating persuasive messaging on sensitive subjects.
- Able to request relevant data and provide context to aid in messaging.
- Aggressively curious – interested in finding stories and putting context to how it fits into organizational narratives.
- Strong problem-solving skills and the ability to exercise a high degree of initiative and critical thinking
- Positive, outgoing personality with superior verbal and written communication skills and ability to work collaboratively.
- The ability to manage multiple projects and tasks is crucial to success in this position.

### **QUALIFICATIONS**

- Minimum 3 years of experience in marketing, communications and/or public relations.
- B.A./B.S. in Public Relations, Communications, Marketing, or related discipline (preferred).
- Experience with public speaking and speech writing and familiarity with AP style.
- Experience in Adobe Creative Suite (preferred).
- Experience running an email campaign through Mailchimp or similar program.
- Familiarity with WordPress (preferred).

### **COMPENSATION**

- Salary ranges between \$63,000 – \$66,000 dependent on experience.
- Bonus eligibility.
- Generous paid time off.
- Excellent benefits including health, dental, life and identity theft insurance.
- 401k retirement plan with employer matching.
- Parking, gym access and more.
- Cell phone reimbursement.

***To apply, email [HR@downtownsac.org](mailto:HR@downtownsac.org) by 5 p.m. on April 11, 2025, with cover letter and résumé. Include start date availability.***

**\*\* This position is in-person, and all applicants must be prepared to work daily in the central office located in downtown Sacramento, CA\*\***