



Public Relations & Marketing Manager JOB DESCRIPTION

Reports To: President/CEO
FLSA Classification: Full-Time, Non-Exempt
Department: Public Relations & Marketing
Location: 1130 W. Slauson Avenue, Los Angeles, 90044

Vermont Slauson Economic Development Corporation (VSEDC) invites an innovative, creative, and passionate communication professional to join our team. As a longstanding supporter of small businesses in South Los Angeles, we are searching for an expert with the following:

Essential Duties and Responsibilities:

- Developing marketing plans that incorporate traditional and online marketing techniques to reach target audiences
- Developing a Latino PR and Marketing Strategy
- Managing the implementation of marketing campaigns by creating ads, brochures, flyers, social media posts, and other promotional materials
- Developing new products or services based on current trends in the industry
- Analyzing competitive products or services to identify potential areas for improvement or change to gain market share
- Coordinating publicity events such as trade shows, community events, or social gatherings where potential customers can get acquainted with the brand
- Developing advertising strategies, such as print ads or commercials, that promote products or services to a specific audience
- Planning strategies for making a company or product recognizable in the marketplace
- Developing an effective online presence for a brand through websites, blogs, social media channels, and other online platforms
- Measuring the success of marketing campaigns by analyzing sales figures, customer feedback, and any other factors that indicate objectives are met
- Accompany the President on speaking engagements or other functions as directed
- Develop and maintain the department budget
- Managing media requests
- Managing internal staff requests for PR/communication support
- Maintain database of photos, videos, and other multi-media to help tell VSEDC's story
- Administrative duties as necessary

QUALIFICATIONS:

- Excellent written and verbal communication skills
- 2 - 4 years of public relations/marketing experience, preferably in a non-profit setting
- Experience writing/editing press releases/media alerts
- Comfort with creating graphics in Canva
- 2 - 4 years of social media management experience
- Bachelor of Arts Degree in Communication or a related field
- Knowledge of and passion for South Los Angeles and adjacent communities
- Spanish speaking is desired but not required
- Dependable transportation



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Language Ability:

- Strong reading, writing, and communication skills; possess a thorough knowledge of laws, regulations, and guidelines related to confidentiality and mandated reporting
- High-level emotional intelligence as well as social skills and good customer service skills

Math Ability:

- Basic math skills required.

Reasoning Ability:

- Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form
- Be adaptable to changing, fast-paced working environments and react well under pressure
- Interact and maintain good working relationships with individuals of varying social and cultural backgrounds
- Demonstrate accuracy and thoroughness; look for ways to improve and promote quality, apply feedback to improve performance, and monitor own work to ensure quality performance
- Exhibit great organizational skills and ability to meet deadlines and follow-through

Computer Skills:

To perform this job successfully, an individual should be proficient in MS Office Suite [Word, Excel, PP]. Understand how to navigate the internet and various social media sites. Ability to attach documents and files to emails.

Certificates and Licenses:

CPR/First Aid – Provided by VSEDC

Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions. The noise level in the work environment can be moderate at times. Must possess the ability to work in a fast pace environment. Must be highly organized and detail-oriented.

Physical Demands:



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There are physical demands required in this position.

Occasional community work and/or various community outreach events. At times may be standing for up to one hour at any given time, some walking. Ability to lift file box weighing between 15 to 40 pounds.

I acknowledge that the above job description is an outline of what is expected of me and it is not all-inclusive. Management has the right to change, alter or add additional projects, duties, and/or tasks according to the needs of the organization with or without official updating.

Employee Acknowledgement _____ Date: _____

Supervisor Acknowledgement _____ Date: _____