

SDNEDC Marketing and Communication Coordinator

Organizational Overview:

The San Diego North County Economic Development Council (SDNEDC) is a 25-year old economic development organization serving the northern third of San Diego County. SDNEDC works with both public and private sectors to strategically grow the economic base north of SR 56. The organization's current budget is approximately \$560,000 and is comprised of three full time staff members, and a board of directors that represents most of North County's major employers and incorporated cities.

SDNEDC's mission is to build a stronger North County economy through regional collaboration and leadership. This is achieved by following the three tiers of economic development:

1. Promote North San Diego County as a place to invest and do business
2. Attract and retain talent and employers
3. Connect employers and educators to strengthen North County's workforce development system

Job Description:

We're looking for an extremely organized and creative individual to join the SDNEDC team as a Marketing and Communication Coordinator. You will have day-to-day responsibility for most of SDNEDC's external communications. Duties will include publication of a weekly newsletter with a distribution list of 3,700, managing two distinct social media accounts and assisting in the creation of printed marketing materials. This role has high visibility in the community, providing an exceptional leadership opportunity for a marketing professional looking to make his or her mark on North County.

About you:

- You are enthusiastic about helping strategize, design, and implement cost-effective marketing plans both for a non-profit association as well as a sub-region home to more than a million people and 540,000 jobs.
- You are able to work independently and want creative freedom, authority, and responsibility.
- You're extremely organized and detail-oriented. Strong editing skills are a must.
- You have familiarity with Canva, WordPress, MailChimp or similar communication tools
- You have a strong familiarity with social media tools and have a track record of creatively using them to promote a product, service and/or events, especially with LinkedIn, Facebook and Instagram.
- You have strong project management skills, able to juggle multiple projects and tasks to keep them all moving in the same direction

Essential Duties:

- Compile, edit and distribute SDNEDC's weekly newsletter and implement strategies to build audience.
- Maintain and grow the social media presence for SDNEDC and Socalworkforce.org.
- Utilize WordPress to manage www.sdnedc.org and www.socalworkforce.org, keeping content up-to-date and fresh while looking for strategic opportunities to enhance overall web presence.
- Update and refresh the collateral materials for the Council.
- Collaborate with regional partners, including but not limited to chambers of commerce, economic development organizations, academic entities, and private sector organizations to promote activities, employment opportunities, and events that enhance North County's reputation as a place to do business
- Explore additional ways to leverage your marketing skills and background to create value for the organization and the San Diego North County region.
- Organize and develop image library for the organization. Photography skills a plus
- Occasionally produce and distribute press releases and help build SDNEDC's earned media strategy.

Employment Qualifications:

- Creativity and a "can-do" attitude and excitement to grow along with organization
- 1-3 years of marketing/communication experience
- Familiarity with Microsoft Office Suite
- Familiarity with WordPress (or other web CMS platforms), Mailchimp, Canva, various social media platforms and analytics tools
- Proficient in Adobe Creative Suite (InDesign, Illustrator, Photoshop, etc)
- Excellent verbal and written communications skills
- Must have a firm understanding of changing technology, including software and tools for Web design
- Knowledge of social media platforms and their use of current trends for business as well as community engagement tactics
- Ability to manage multiple projects, effectively prioritize work, and adjust to changing workloads and deadlines with attention to detail
- Ability to work cross-functionally with other members of the team to achieve organizational and regional goals
- Bachelor's degree preferred in marketing, communications, public relations or related field

Accountability: This position reports directly to the CEO of the SDNEDC.

Employment Status:

Non-Exempt Full Time Hourly; \$21 to \$26 per hour, DOE. Opportunity for incentive-based pay based upon revenue generation through membership sales and newsletter sponsorships.

We anticipate some of those hours (40%) can be done remotely. The other 60% will take place at our San Marcos offices. SDNEDC will provide, if need be, a laptop. 1 or 2 evening events per quarter.

Benefits include 2 weeks of vacation, 2 weeks of sick time for full time employees, 11 paid holidays and company contribution to SIMPLE IRA (currently 2% of wages and immediately vested). The company also offers health care through Covered California.

At Will Employment: Employment with the SDNEDC is considered at will. This means that both employees and SDNEDC have the right to terminate employment at any time, with or without advance notice, and with or without cause.

How to Apply

Send a resume and cover letter to ebruvold@sdnedc.org with the subject 2025 Marketing and Communications Coordinator.