

Coordinator, Marketing and Communications

Company Overview

[San Diego Regional EDC](#) (EDC) mobilizes business, government, and civic leaders around an inclusive economic development strategy in order to connect data to decision making, maximize regional prosperity, enhance global competitiveness, and position San Diego effectively for investment and talent.

General Function

This role will provide support for the four-person Marketing and Communications Department at San Diego Regional EDC and reports to the Director. The position is hybrid, with three days in-office at EDC's offices in Downtown San Diego.

What you'll do on a day-to-day basis:

- **Social media:** Draft social media post across Instagram, Facebook, Twitter, LinkedIn; curate and edit images; assist with community management and content calendars
- **Content creation and copywriting:** Draft and write blog posts, press releases, website copy, e-newsletters, collateral, and more
- **Website curation:** Assist with updating and Q/A on website and corresponding collateral
- **Media relations:** Develop and assist with editorial calendar pitching; organize media list; assist with outreach
- **Event planning:** Support lead-up to event with vendor logistics, communities, day-of support, etc.
- **Administrative and reporting:** Update budget, assist with calendaring and scheduling of team activities; author reports with timely KPIs and marketing analytics/metrics to maximize reach; assist with day-to-day department operations
- **Other duties as assigned**

EDC programs you'll support:

From San Diego: Life. Changing. to Advancing San Diego, you will get to work on a variety of programs that are working to make the region a better place to live and work.

Tools you'll use:

Canva, Figma, Adobe Creative Suite (InDesign, Photoshop, Illustrator), WordPress, Mailchimp, Sprout Social - you don't need to know all of them, but a strong foundation is always helpful and desired.

What we look for in a candidate:

- University/college degree or equivalent relevant training. While a background in communications, marketing, and/or business may be helpful, we are open to those with unique experiences and backgrounds
- Prior relevant internship or employment experience
- Stellar organizational and planning skills; you will be the organizational backbone of our team
- Exceptional writer with immaculate attention to grammar and detail; you will be writing A LOT

Qualities

- Passion for making San Diego a better place
- Self-directed and motivated team player with ability to manage multiple tasks under pressure
- Inquisitive mind with a strong desire to learn and interest in San Diego's economy
- Driven by integrity in work and interactions with others
- Creative solution-finder who can get things done with limited resources or oversight