

Associate Director of Promotions

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Who are we?

ARTS DISTRICT Liberty Station is San Diego's largest Arts & Cultural District located in historic buildings at the former Naval Training Center in the Liberty Station neighborhood, near Downtown on San Diego Bay. With 100 park-like acres, the ARTS DISTRICT is home to nearly 120 museums and galleries, artist studios, dance companies, fine dining, creative retail and other organizations that showcase San Diego's creative community and provide innovative experiences for the public.

NTC Foundation was established in 2000 as a 501(c)(3) nonprofit to enrich the lives of San Diegans by renovating this signature community asset and creating, facilitating, and operating ARTS DISTRICT as a 100-acre creative district.

What are we looking for?

We are looking for an **Associate Director of Promotions** to plan and manage promotional campaigns in support of the marketing plans and long term Goals of the ARTS DISTRICT at Liberty Station!

'Day in the life':

- Assist in the development and execution of the Marketing Plan while creating communications plans for program specific activities
- Lead content strategy and social media implementation for NTCF program and development purposes
- Management of digital media to produce innovative and successful campaigns
- Work with designers to create new pieces, update current materials, work with printing and oversee distribution
- Determine metrics for testing and measurement to determine efficient and effective campaign goals
- Provide oversight to PR, Website, Graphic Design and Digital Media Consultants
- Develop and negotiate media plans to coincide with marketing goals and objectives
- Support sponsorship activity with proper promotion and recognition
- Manage and assist in development (along with the Executive team) of the strategic communication plan to address public affairs, increased traffic and resident communication
- Handle media inquiries by providing information requested or directing to PR as necessary
- Represent, participate and assist in Liberty Station Community Association marketing meetings, campaigns and promotions

Is this you?

- efficient, accurate, ability to multi-task
- Team player and capable of Independent work
- Reliable and organized

What do we require?

- 3+ years of experience in Marketing/Promotions Management role or closely related field
- Bachelor's degree in Marketing or other related degrees
- Computer Literate with proficiency in Microsoft Suite

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