



**Job Title: Marketing and Communications Specialist**  
**Reports to: Marketing & Communications Director**  
**FLSA Status: Non-exempt**

The Greater San Marcos Partnership (GSMP) is a public-private partnership whose mission is to grow the regional economy through the expansion of high-quality jobs and investment to the region. Our office is located on the historic square in the heart of downtown San Marcos. We are seeking an enthusiastic, creative person to join our marketing and communications team. The position will support the execution of marketing communication strategies for business retention, expansion and recruitment. In addition, he/she will participate in maintaining and advancing GSMP's image and brand in all media channels.

**Key Responsibilities:**

- Assist the organization in drafting communications to gain maximum exposure through corporate and industry PR
- Update and provide editorial support for both internal and external communications, including print and electronic marketing materials such as X, LinkedIn, other social media channels, the Partnership's website, internet communications, and email marketing
- Provide hands-on support for trade show participation and other marketing events through project management, including, but not limited to, booking, planning, organizing, managing logistics, coordinating staffers' on-site booth management, and assisting post event follow up
- Assist with the development and update of statistics and marketing materials
- Collaborate with VP regarding media relations as needed with external public relations agency
- Conduct relevant research for publications, website, and assist with placing articles to increase exposure in the markets
- Work with regional partners to share the best practices
- Other related duties as assigned

**Requirements:**

- Bachelors degree in Marketing Communications, Journalism or related field
- At least 3 years of relevant work experience
- Experience updating websites and using a content management system
- Graphic design experience a plus
- Knowledge of Adobe Creative Suite (e.g., InDesign, Photoshop, Illustrator) and/or other desktop publishing packages a plus.
- Excellent computer skills, including proficiency with Microsoft Office suite (Outlook, Word, Excel and PowerPoint)
- Ability to work independently, take initiative, handle multiple projects at one time and meet deadlines
- Excellent project management skills
- Excellent communications skills, both verbal and interpersonal
- Excellent writing/editing skills
- Business-related social media experience
- Enthusiasm and creativity
- Ability and willingness to travel
- Must be available to work during regular business hours: Monday through Friday from 8 AM to 5 PM.

Send cover letter/resume to: [info@greatersanmarcostx.com](mailto:info@greatersanmarcostx.com)