



## Digital Marketing Coordinator

**REPORTS TO:** Director of Communications

**TYPE OF EMPLOYMENT:** Full-time, Non-Exempt

The Digital Marketing Coordinator drives I Love A Clean San Diego's online presence, transforming our work into engaging content that educates, motivates, and sparks community action. This is a highly creative, hands-on role where you'll bring our mission to life through social, email, and web content.

You'll spend much of your time crafting dynamic shortform videos, eye-catching posts, and informative digital stories — capturing content at events, experimenting with trends, and keeping our platforms active and responsive. You'll also build and schedule emails, monitor performance metrics, and help keep our website current and user friendly.

Beyond digital channels, you'll support the creation of marketing materials, help maintain our asset library, and jump in at community cleanups and outreach events to gather visuals and connect with the people who make our work possible.

If you love creating content, staying ahead of digital trends, and using marketing tools to amplify meaningful impact, this role offers early career professionals a chance to grow fast, think creatively, and help build a cleaner and more connected San Diego.

### Areas of Responsibility:

#### Social Media – 50%

- Conceptualize and develop engaging, educational social media posts (strong emphasis on short-form vertical video) across platforms (Instagram, Facebook, LinkedIn) that support our mission and maintain a consistent voice
- Capture photos/videos at events and programs as needed
- Schedule posts, monitor comments and messages, and escalate inquiries as appropriate
- Track performance metrics and contribute to monthly reports
- Stay informed on platform updates and social media trends
- Collaborate across departments to source content and ensure their promotional needs are met

#### Email Marketing – 20%

- Coordinate email content calendar
- Draft, format, and schedule emails
- Maintain email lists and help ensure accuracy and consistency
- Track performance metrics

#### Website – 10%

- Update the website/microsites as needed and provide basic maintenance
- Track web performance (Google Analytics)

#### Other Marketing Materials and Activities – 10%

- Assist with creation of marketing collateral, including flyers, brochures, and digital assets
- Support photo organization and asset management

#### Administrative and General– 10%

- Collect, track, and maintain marketing-related metrics required for government contracts, corporate sponsors, and private grants.



- Provide administrative support to the Director of Communications
- Support cleanups, booths, and events as needed
- Other duties as assigned

#### **Core Competencies:**

- Strong digital storytelling skills, especially through short-form video and social media content
- Positive and collaborative interpersonal skills with the ability to engage diverse audiences online and in person
- Good organizational and time management skills with strong attention to detail
- Ability to work independently and collaboratively with a creative, proactive approach to problem-solving
- Comfortable representing the organization publicly at community events while capturing photos, videos, and content

#### **Qualifications and Skills:**

- Education or work experience in digital marketing, social media, communications, or related field
- Proficiency with social media platforms, analytics tools, and basic design/video editing platforms (e.g., Canva, CapCut)
- Reliable transportation; ability and willingness to travel throughout San Diego County
- This position requires on-site work at the office and at community events throughout San Diego County
- Ability to interact with diverse groups of people and represent the organization professionally
- Ability to lift up to 30 lbs for event materials, outreach supplies, or collateral

#### **What Success Looks Like:**

- Vibrant social platforms that inspire and inform San Diegans
- Steady follower growth across platforms
- High-quality email content that is consistent in look, feel, and messaging
- Strong analytics tracking across social, email, and web that informs our approach

#### **Compensation and Benefits:**

- Full-time, non-exempt
- \$22-28 per hour, depending on experience
- Mileage reimbursement at current CA reimbursement rate
- Paid time off (PTO starts at 15 days accrued annually) and generous paid holiday schedule (11 paid holidays + 1 full day of Birthday PTO)
- Employer-sponsored health (HMO) and dental plans (PPO)
- Hybrid in-office/remote work schedule
- Office closure between Christmas and New Year's Day
- 403b retirement program with match opportunity after 90 days

**I Love A Clean San Diego is a values-driven organization. It is essential all team members exhibit the following core values and office culture:**

#### **Core Values:**

- Live the mission
- Inspire environmental change
- Value partnerships



- Exhibit positive attitude

**Office Culture:**

- Communicate openly to ensure collaboration
- Understanding and supportive of each other and the team
- Respect others and value their opinions
- Encourage learning and growth

**To Apply:**

- Submit your application to [jobs@cleansd.org](mailto:jobs@cleansd.org)
- List the subject line as **Digital Marketing Coordinator Application**
- Please include your cover letter, resume, and 2-3 work samples such as a content calendar, links/screenshots of social content, email campaigns, analytics reporting, and other materials that showcase your digital marketing skills
- Priority will be given to those who apply by **Feb. 13, 2026**

*I Love A Clean San Diego provides equal employment opportunities to all employees and applicants without regard to race, color, religion, national origin, ancestry, gender, sex, gender identity or expression, age, medical condition, sexual orientation, marital status, citizenship, pregnancy, physical or mental disability, genetic information, veteran status, military status, caregiver status or any other characteristic protected by federal, state or local laws.*