

## **The Business Liaison/Social Media Coordinator**

The Pico Improvement Organization (PIO) is seeking a Business Liaison/Social Media Coordinator to manage the relationship between the PIO and business owners on Pico Boulevard. As Liaison/Coordinator, the candidate will actively engage the Pico business owners, physically and electronically, to encourage their participation and update them on PIO programs and activities. The position will manage all social media platforms, the website, press releases, and newsletters as tools to promote Pico businesses. The ideal candidate is personable, enthusiastic, tech savvy, and a self-starter. This position is on a month-to-month basis at a pay rate of \$750-\$1000/month DOE, with a minimum of 30 hours/month.

Deadline to submit your résumé is September 22, 2017. Email résumé to [pio.santamonica@gmail.com](mailto:pio.santamonica@gmail.com)

Responsibilities include:

- Act as liaison between the Pico Improvement Organization (PIO) and Pico business owners. Update and inform merchants on current activities conducted by the PIO board. Engage Pico business owners, encouraging them to participate and attend PIO monthly board meetings.
- Create and maintain an active social media presence for the PIO, including supervision of new website design and various social media and public relations campaigns. 4-5 social media postings per week. One spotlight posting per month that highlights a Pico business.
- Design and implement new ways to generate interest in Pico businesses by being aware of their obstacles and helping to resolve them.
- Be resourceful to work with many different types of people and organizations, come up with new ideas and see the work through from start to finish.
- Develop an internship program with students from Santa Monica College. Oversee the internship program and administer tasks.
- Attend the monthly board meeting, plus other City and local agency meetings.

For more information about the Pico Improvement Organization, please visit [picopassport.com](http://picopassport.com)