

Merchant Engagement Manager

The Pico Improvement Organization (PIO) is seeking a Merchant Engagement Manager (MEM) to manage the relationship between the PIO and business owners on Pico Boulevard. The MEM will actively engage the Pico business owners, face-to-face and electronically, to encourage their participation and update them on PIO programs and activities. The position will manage PIO social media platforms (Facebook, Instagram, Twitter, Yelp), 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 \$1000/approximately 40hrs month.

The PIO board of directors will review the applications. Qualified candidates will be contacted and asked to present themselves at an upcoming board meeting. Accepting résumés until position is filled. Email résumé to pio.santamonica@gmail.com

Responsibilities include:

- Act as liaison between the Pico Improvement Organization (PIO) and Pico merchants. Manage and update Merchant Database. Inform merchants on current activities conducted by the PIO board and encourage them to attend PIO monthly board meetings.
- Create a quarterly newsletter for the merchants to provide them with all new information and details of upcoming activities the merchants may participate in. Following the events, create and send out an event-specific survey to gather overall opinions from the merchants and then provide feedback analysis to the PIO Board.
- Manage Social Media, including the supervision of a new website design. Create 4-5 social media postings per week and at least one spotlight posting per month that highlights a Pico business.
- Visit, in person, at least 8 Pico businesses per month to encourage participation, develop personal relationships, understand merchant needs, and represent their interests to the PIO.
- Attend the monthly board meeting, plus other City and local agency meetings of interest to the PIO.

The Pico Improvement Organization is a Business Improvement District association that works to create a strong, cohesive community on Pico Boulevard. Its efforts are directed towards enhancing business relationships among merchants within the PIO assessment area. For more information about the Pico Improvement Organization, please visit picopassport.com.