The Events and Marketing Manager is responsible for the reader-focused marketing of Bethesda Magazine and Bethesda Beat. This includes creating and implementing comprehensive digital, social and print marketing campaigns to increase awareness about Bethesda Magazine, Bethesda Beat and Bethesda Magazine/Bethesda Beat events.

Who We Are

Bethesda Magazine is an award-winning bi-monthly publication that covers the people, places and issues in Montgomery County, Maryland. Bethesda Beat is an award-winning online local news site that publishes an average of nine stories a day. Both are published by Z-Pop Media, the leading media company in Montgomery County, one of the nation’s largest and most affluent and diverse counties.

What We Value

We are committed to:

- Serving the community by producing extraordinary content and events that inform and engage local residents
- Providing a work environment that is based on respect and that is inclusive to all and free of discrimination
- Creating opportunities for advancement and growth for our employees

Responsibilities

- Content marketing and outreach for:
  - special editorial packages, including Best of Bethesda and “Top” directories
  - select advertorial packages, including Newcomers Guide and our paid profiles
  - reader contests, including the Best of Bethesda readers’ poll, Weddings of the Year and Extraordinary Teens
- Subscription marketing for the print magazine
- Planning, marketing and executing in-person and virtual events, including the Best of Bethesda Party, winter and summer restaurant weeks and Bethesda Beat Community Events
- Manage community partnerships, including festival sponsorships
- Manage the marketing intern
- Other responsibilities as assigned

Qualifications
- One to three years of experience in marketing and/or events
- Experience managing projects from design to execution
- Proficiency in Adobe Creative Suite, including InDesign and Photoshop
- Familiarity with an email marketing platform, preferably Mailchimp
- Excellent writing skills
- Familiarity with and interest in Montgomery County
- Willingness to work events outside of normal business hours

To apply
Submit your resume to Audience & Digital Strategy Director Leigh McDonald (leigh.mcdonald@bethesdamagazine.com) & Director of Advertising Operations Amélie Ward (amelie.ward@bethesdamagazine.com).

The job is located in Bethesda Magazine’s office in Montgomery County. We offer a competitive compensation and comprehensive benefits package that includes health insurance and a matched 401K program, as well as flexibility for remote work and opportunities for career development.