



JOB TITLE: Marketing Coordinator
 DEPARTMENT/DIVISION: Marketing Services
 REPORTS TO: Marketing Director

DATE	March 2014
JOB CODE	
FLSA	NON-EXEMPT
EEO	

SUMMARY: Responsible for writing and editing text for print and digital marketing materials for City programs. Coordinates media relations and develops content for the City’s various web and social media efforts. Work requires limited supervision and the use of independent judgment and discretion.

ESSENTIAL JOB FUNCTIONS:

- Develops and produces content for a wide variety of printed and digital communications, which may include: writing copy for print, web and television; designing, editing, and overseeing production of collateral materials; attending project meetings and working as part of a team; and/or, performing other related activities.
- Consults with City staff to create, update, revise and manage web content; perform regular reviews of web site pages to ensure accuracy, timeliness and relevance.
- Works with City staff and vendors to oversee production of Leisure Connections magazine, which is published three times a year.
- Participates in media relations activities, which may include: responding to routine inquiries, drafting, editing, and distributing news releases; serving as back-up to the Public Information Officer; alerting the media of photo opportunities; identifying and communicating newsworthy stories; working on-call during emergencies; and/or, performing other related activities.
- Plans, facilitates, and reviews advertising and public education campaigns for City departments and Council initiatives.
- Participates in the planning, coordination, execution, and evaluation of major special events such as the City’s Centennial Celebration(s), 5K Trail Run, and Festival at the Switchyard; as well as other departmental events.
- Participates in/on a variety of meetings, committees, teams, and/or other related groups to provide advice and guidance regarding marketing opportunities and options. Also participates in face-to-face communications with community stakeholders.
- Performs a variety of administrative activities in support of departmental operations and goals.
- Performs other duties as assigned.

SUPERVISORY/BUDGET RESPONSIBILITIES:

- None.

KNOWLEDGE, SKILLS, AND ABILITIES:

- Knowledge of writing and design principles;
- Knowledge of digital media formats such as web, television and video;
- Knowledge of journalism principles, and proper use of the English language;
- Knowledge of media relations principles and practices;
- Knowledge of marketing principles and practices, and event planning methods;
- Knowledge of municipal government operations;
- Skilled in prioritizing, organizing, and managing multiple simultaneous projects;
- Skilled in preparing clear and concise reports, including oral, written, and audio/visual presentations;
- Skilled in applying independent judgment, personal discretion, and resourcefulness in interpreting and applying guidelines;
- Skilled in developing marketing and communication materials;
- Skilled in gathering and analyzing information and making recommendations based on findings and in support of organizational goals;
- Skilled in operating a computer and related software applications;
- Skilled in communicating effectively with a variety of individuals.

MINIMUM QUALIFICATIONS:

- High School Diploma or GED.
- Some college coursework or work experience in Public Relations, Marketing, Journalism, Communications or related field.

PREFERENCES:

- Good general skills in writing, design and marketing.
- Experience in Microsoft and Adobe products.
- Photography skills a plus.
- Work experience in communications or marketing a plus.

WORKING CONDITIONS:

- Frequent reaching, sitting, standing, walking, talking, seeing and hearing.
- Occasional lifting and carrying up to 25 pounds.
- Work is typically performed in both standard office and outdoor environments, with potential exposure to adverse weather conditions.

CONDITIONS OF EMPLOYMENT:

- Must pass pre-employment drug test.
- Must pass criminal history check.
- Must pass motor vehicle records check.