



DATE	February 2018
JOB CODE	
FLSA	NON-EXEMPT
EEO	

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

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:

- Consults with City staff to create, update, revise and manage marketing plans or campaigns for programs, events, and activities throughout Carrollton’s various departments.
- Develops and produces content for a wide variety of printed and digital communications, which may include: writing copy for print, web and television; designing and editing production of collateral materials; attending project meetings and working as part of a team; and/or, performing other related activities.
- Works with City staff and vendors to support the production of Leisure Connections magazine, which is published three times a year. Strong editing skills are required.
- Supports the planning and execution of advertising opportunities both digital and print.
- Participates in the coordination, execution, and evaluation of major special events such as the City’s 5K Trails Run, various Downtown Events, and Festival at the Switchyard; as well as other small-scale departmental events.
- Participates in/on a variety of meetings, committees, teams, and/or other related groups to provide communications support on marketing opportunities. Also participates in face-to-face communications with community stakeholders.
- Serves as a source of support for operations with photography needs, item retrieval and delivery, and other areas of need.
- Performs a variety of administrative activities in support of departmental operations and goals such as invoice tracking/reconciliation; deposits; news clippings/tracking; website updates; promotional item orders; office supply orders
- 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, AP Style, 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.