



DATE	January 2013
JOB CODE	
FLSA	EXEMPT
EEO	

JOB TITLE: Marketing Specialist
 DEPARTMENT/DIVISION: Various
 REPORTS TO: Various

SUMMARY: Responsible for writing, designing, and editing marketing materials for City programs. Coordinates media relations and communicates City plans and goals through strategic marketing to internal and external constituents. 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 to maintain relations; and/or, performing other related activities.
- Consults with City staff to create, update, revise, and manage web content; perform regular reviews of website pages to ensure accuracy, timeliness, and relevance.
- Works with City staff and vendors to oversee production of City’s *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 City Council initiatives. Develops creative ideas and proposals for presentation to applicable departments.
- Participates in the planning, coordination, execution, and evaluation of the success of special events for targeted audiences. Assists on event committees and provides direction to contract employees engaged in providing support at 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.
- Participates in monitoring the work of external contractors and evaluating their performance. Assists in defining contract terms and agreements and authorizing payment to contractors within established guidelines.
- Performs a variety of administrative activities in support of departmental operations and goals.
- Performs other duties as assigned.

POSITION SPECIFIC JOB FUNCTIONS:

Parks and Recreation

- Serve as the primary marketing lead for the Parks and Recreation Department.
- Working under the branding guidelines identified by the City Marketing Department create, design, and publish marketing campaigns and materials for Parks and Recreation programs, events, and promotions.
- Work in connection with the City's Marketing Department on Parks and Recreation specific marketing materials and content.
- Update and edit Parks and Recreation webpages.
- Create and approve content for social media, website, print, etc.
- Work with Recreation Coordinators and Supervisors to develop marketing campaigns for various lines of business and special projects.

SUPERVISORY/BUDGET RESPONSIBILITIES:

- None.

KNOWLEDGE, SKILLS, AND ABILITIES:

- Knowledge of writing and design principles;
- Knowledge of social media marketing;
- 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 managing and evaluating the work of external contractors;
- 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:

- Bachelor's Degree in Public Relations, Marketing, Journalism, Communications, or related field.

- Three years of marketing or public relations experience.

PREFERENCES:

- Excellent general skills in writing, design, and marketing preferred.
- Experience in Microsoft and Adobe products preferred.
- Experience in Canva.
- Experience in marketing events and programs.

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.