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| Job Title: | Marketing Specialist |
| Department: | City Manager |
| Sub Department: | |
| Supervisor: | Executive Assistant to the City Manager |
| FLSA: | Exempt |
| Union: | Teamsters #214 Non- Supervisory |
| Date: | 03.16.2023 |

JOB SUMMARY

This is a marketing position supporting all City Departments and/or Divisions. This position performs marketing and administrative duties including creating published materials, develops and organizes the strategic City-wide communication efforts and strategies, administers City related social media sites, assists in website design and style, typing, filing, preparing of standard forms/reports and other marketing materials and duties as assigned.

ILLUSTRATIVE JOB DUTIES AND RESPONSIBILITIES

- Works in conjunction with the City Manager and City Manager's Executive Assistant along with internal departments to develop short-term and long-term strategies for promoting community engagement, event coordination, and marketing campaigns.
- Prepares public communications for city website, social media, press releases, community newsletter, City calendar, and weekly newsletter which promotes a positive municipal image and increases community interest and participation based upon research, insights, and feedback.
- Assists in developing printed and other media to educate the public, including the marketing of energy waste reduction programs, electric utility initiatives, and public works initiatives.
- Strategy development and planning of campaigns that can promote the City and its departments to generate genuine traffic (both offline and online).
- Compile data from various sources and compose summary reports as required. May require routine mathematical calculations and tabulations in accordance with established methods.
- Do market research, understand the trends and customer preferences, create marketing strategies, oversee the creation of marketing materials and content.
- Translates technical information from individual departments in ways that the public can easily understand. Review and approval from department heads and the City Manager is usually required.
- Communicate with customers, employees, citizens, and other individuals to answer questions, disseminate, or explain information, in a positive and respectful manner sometime requiring reviewing files, records, and other documents to obtain information.
- May represent the City at various meetings and make presentations to groups as required.
- Performs other duties and responsibilities as assigned



QUALIFICATIONS

The following generally describes the knowledge and ability required to enter the job and/or be learned within a reasonable period of time in order to successfully perform the assigned duties. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties in a specific job.

- The principals and practices of managing and conducting communications and or marketing programs.
- Social media platforms and analytics.
- Modern office practices and procedures.
- Methods and techniques of proper telephone etiquette.
- Principles and procedures of record keeping and filing.
- Methods and techniques for basic report preparation and business letter writing.
- English usage, spelling, grammar, and punctuation.
- Current customer service trends and practices.
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ABILITY TO:

- Create engaging and informative content for the website, social media, and any other content marketing channels that the City might leverage.
- Develop and maintain computerized spreadsheets and databases to enter information and generate reports.
- Operate office machines, such as photocopiers and scanners, facsimile machines, phone and voicemail systems, and personal computers.
- Compose publications, correspondences, reports, forms, and other documents.
- Utilize camera, video, and editing software in order to produce media to be presented across multiple platforms.
- Perform mathematical calculations quickly and accurately including to add and subtract, multiply and divide, and calculate percentages, fractions, and decimals.
- Utilize excellent organizational and time management skills with the ability to work with numerous interruptions and work effectively under time constraints to meet deadlines.
- Understand and carry out oral and written instructions, as well as establish and maintain effective working relationships with other employees and the public.
- Deal successfully with the public in person, over the phone, and via online communications; respond tactfully, clearly, concisely, and courteously to issues, concerns, and needs.
- Use excellent communication skills; ability to communicate effectively both orally and in writing.
- Receive harsh public input calmly and respectfully.
- Be organized and perform varied duties with minimal direct day-to-day supervision; interpret and apply policies and procedures within the limits of authority.



- Speak proficiently to the public, City Commission, and other stakeholders.
- Present information concisely and professionally.

EDUCATION/EXPERIENCE

- Degree in journalism, communications, marketing, business administration, or a related field and three years of progressively responsible experience in marketing, communications, public information, or related field is required.
- Knowledge and previous work experience in municipal operations is preferred.
- Attention to detail and must be comfortable with decision making.
- Must possess excellent computer skills and be proficient with Microsoft Office applications, Adobe Suite, photo and video editing software, and have the ability to learn the New World software platform.
- Must be willing and able to work remotely at any City facility.
- Must be willing and able to maintain a flexible schedule to participate in after hours work requirements due to various events and initiatives, storms and/or city emergencies.

PHYSICAL/MENTAL/VISUAL DEMANDS

- **Environment:** Work is performed primarily in a standard office environment with extensive public contact and constant interruptions. Working outdoors may be required at times depending on the project at hand.
- **Physical:** Primary functions require sufficient physical ability and mobility to work in an office setting; to sit or stand for prolonged periods of time; to occasionally stoop, bend, kneel, crouch, reach and twist; to lift, carry, push and/or pull light to moderate amounts of weight (35-45 pounds); to operate office equipment requiring repetitive hand movement and fine coordination including the use of a computer keyboard; and to verbally communicate to exchange information.
- **Vision:** 20/20 corrected

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3/16/2023

Bradley Tucker
Human Resources Director

Date

The above statements are intended to describe the general nature of the work being performed by employees assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified.