

South Jordan City

Job Description

Title: Marketing Specialist
Org: 100200
Pay Grade: 17

Effective Date: 7/1/17
FLSA: Non-Exempt
Workers Comp: Municipal

GENERAL PURPOSE

Develop, manage, implement, and monitor the division's strategic communication efforts with respect to marketing, public relations, and government relations. Collaborate with city departments, the community and various governmental agencies.

SUPERVISOR

Associate Director of Administrative Services

POSITION(S) SUPERVISED

None

ESSENTIAL JOB FUNCTIONS

Meet performance standards established with the employee's manager.

Job attendance is required, except for authorized leave.

Conceptualize and implement comprehensive communication plans and programs. Monitor and evaluate program effectiveness; effects changes required for improvement.

Develop, implement and evaluate annual marketing plan. Finished product will include evaluation and recommendations effective marketing strategies and techniques, effective outreach and promotion strategies to a targeted market

Effectively facilitate marketing materials creation with all program and event coordinators in the department.

Coordinate the implementation of marketing and promotional efforts. Direct the editorial content and format of internal and external publications.

Design and produce professional, effective marketing and informative materials (fliers, brochures, booklets (Leisure Guide) advertising (FOCUS), etc.) for department programs and events.

Manage in a professional and effective manner social media needs for department programs and events (ie. Facebook, Twitter, Website etc.)

Possess an effective working knowledge, skills and abilities to effectively market programs and events.

Work directly with staff and recommend appropriate marketing techniques for programs and events.

Edit and create all marketing materials for the department.

Work with the management and staff to explore and determine new and cost effective marketing and promotional strategies.

Demonstrate an effective and successful marketing plan for every aspect of community services.

Serve as the designated contact for media inquiries relating to community service programs and events.

Coordinate with City's Public Information Officer and other department public information team members.

Provide direct responses, press releases, and special reports for the department.

Train staff on effective public relations and media strategies. Advises staff on how to effectively build rapport with communities and the media.

Manage and oversee development and updates of websites and social media efforts. Train staff on technology to promote programs and facilities.

Prepares strategic reports or presentations designed to educate and inform stakeholders.

Coordinate and ensure the effective implementation of the Community Services sponsorship and donation program.

Work with program and event staff to ensure effective programs and events. Serve as program/event coordinator as directed or when occasion requires.

Perform other duties as assigned.

MINIMUM QUALIFICATIONS

1. Education and Experience:

A. Bachelor's degree from an accredited college or university in Marketing, Public Relations, Public Administration, or other closely related field,

AND

B. Four (4) years of related experience

2. Special Qualifications:

Valid Utah Class D Driver's License

3. Knowledge, Skills and Abilities:

Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.

Knowledge of public relations and media relations, specifically intergovernmental cooperation and press relations; web management development and design; social media platforms, mobile applications, computer software including word processing, desktop publishing (specifically Adobe Creative Suite, which includes Photoshop, Illustrator, Acrobat, and InDesign programs) and web development.

Ability to communicate effectively verbally and in writing; maintain contacts with departments, furnishing and obtaining information requiring tact and judgment to avoid friction; frequent contacts with executives on matters requiring explanations and discussions; outside contact with public presenting data that may influence important decisions; frequent contacts involving the carrying out of programs and schedules requiring the influencing of others to obtain desired result; regular and frequent outside contact with persons of high rank, including the media, requiring tact and judgment to deal with and influence people; requires a well-developed sense of timing and strategy; constant contact with elected officials, leaders of other organizations, the public, the media and others.

Analytical ability: able to prioritize tasks; work well under pressure and impending deadlines; establish effective working relationships with employees, department directors, the media and the public; relate well with a variety of persons under varying circumstances; ability to analyze a situation and make sound recommendations and presentations. Organize, establish and delegate meaningful goals; work well under pressure and impending deadlines; establish effective working relationships with employees, department directors and the public; relate well with a variety of persons under varying circumstances; ability to analyze a situation and make sound recommendations and presentations; balance multiple conflicting priorities and make decisions that are subject to criticism and interpersonal conflict.

Skill in talking to others to convey information effectively, adjusting actions in relation to others' actions, critical thinking, persuasion, and skill in judgment and decision making.

Skill in using social media, websites, and other digital forms of communication to achieve broadest public outreach.

Ability to operate a personal computer and Microsoft products.

4. Working Conditions:

Tasks require variety of physical activities, not generally involving muscular strain, such as walking, standing, stooping, sitting and reaching. Talking, hearing and seeing required in the normal course of performing the job. Common eye, hand, finger dexterity required to perform essential functions. Mental application utilizes memory for details, verbal instructions, emotional stability, critical thinking and creative problem solving. Frequent local travel required in course of performing portions of job functions. Required to work afterhours/weekends when deemed necessary by supervisor.

The above statements are intended to describe the general nature and level of work being performed by person(s) assigned to this job. They are not intended to and do not infer or create any employment, compensation, or contract rights to any person(s). This job description reflects management's assignment of essential functions; it does not prescribe or restrict the tasks that may be assigned. This updated job description supersedes all prior descriptions for the same position.

Human Resources Use Only

Job Class:	Municipal Non-Exempt	EEO-4 Class:	Para-Prof
Location:	Administrative Services Admin	EEOP Class:	Serv/Maint
Group/BU:	General Pay Plan	Tech-Net Match:	No match