



City of Duluth
3167 Main Street
Duluth, GA 30096
(770) 476-3434

JOB DESCRIPTION

JOB TITLE: **SENIOR MARKETING and OUTREACH COORDINATOR**

DEPARTMENT: Economic Development & Marketing

SUPERVISOR(S): Economic Development & Marketing Director, Public Information & Marketing Manager

DATE: 08/15/2013; 3/18/2016; 7/17/19; 4/17/24

EEO CATEGORY: 02 - Professional

EEO FUNCTION: 01 – Financial, Administration, General Control

FLSA: Exempt (“salary”)

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer without notice as the needs of the employer and/or requirements of the job change.

JOB SUMMARY

This position is responsible for providing general marketing administrative activities, developing and maintaining a proactive media relations program, dispensing newsworthy information to the media, informing the public in order to advance the visibility branding, activity programs, general information to the public, and ensure that the city’s key messages reach the intended audience.

This position is also involved in activity support with city-sponsored events for the Economic Development & Marketing Department. Organizational, communication, computer, marketing, and customer service skills are a must.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position. To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Marketing and Public Information (75%)

- Manages all city social media channels with oversight from department manager
- Manages all video production in house and contracted out with oversight from department manager
- Manages media relations and press release writing and dissemination, as well as helping gather and write copy for Duluth Life
- Manages special projects as assigned by the department manager
- Assists in coordinating public information and marketing programs and functions with other City Departments; and state, county, municipal, and other local agencies (such as school boards and various community based organizations)
- Coordinates the preparation of flyers, news releases and public announcements that describe and promote interest in the Department and City-sponsored programs, events and activities
- Serves as official City Photographer and videographer; takes photographs of City events, meetings, construction, etc.
- Attends and photographs ribbon cuttings, grand openings, etc. as a city representative
- Assist with ideas, creative input, and development of the City's graphic design needs; produce high-end graphic design pieces such as brochures, flyers, videos, promotional items, and artwork for annual reports, brochures, flyers, both in online and print formats (i.e. marketing collateral materials)
- Researching where we should be advertising to get the exposure we want from the groups we want and developing an advertising plan each year, and conducting online public participation research (i.e., social media)
- Assists with website monitoring, updating and working with other departments to update information where needed

- Assists with general marketing duties, as assigned

Event Assistance (20%)

- Develops and executes marketing plan in conjunction with the Event Coordinator for the yearly calendar of events
- Provides assistance to Event Coordinator as needed
- Operates AV equipment
- Provides information to press and patrons on event related inquiries

Miscellaneous (5%)

- Acts as the department's administrative assistant; creates presentations and documents; answers phone and in-person inquiries
- Assists administrative staff with general clerical duties, as assigned
- Other duties as may be required to help ensure the success of marketing efforts and events

Essential Duties and Responsibilities of All City Employees:

1. Adheres to all applicable state and federal laws, ordinances, policies, procedures, rules and regulations
2. Endeavors to continuously improve the services provided to the citizens of Duluth
3. Demonstrates work initiative and makes positive suggestions for improvement
4. Performs other related duties and functions as directed, or which are readily apparent
5. Demonstrates good interpersonal communication skills with citizens, co-workers, and supervisors
6. Works as scheduled
7. Accepts and follows instruction, evaluation and correction
8. Demonstrates interest and initiative in learning new techniques and procedures; attends scheduled training
9. Helps other employees when needed or asked

10. Assists in training new employees
11. Carries assigned workload
12. Wears acceptable and clean clothing/uniform
13. Demonstrates acceptable personal hygiene and grooming
14. Demonstrates decision making/problem solving ability
15. Follows chain-of-command

SUPERVISION RECEIVED

Work is performed under general supervision of the Public Information & Marketing Manager with some coordination with the Event Coordinator. Specific procedures for performance of duties are provided. The employee is responsible for completion of duties within established policies and procedures and for meeting established deadlines. Work is checked periodically by supervisors.

EMPLOYMENT STANDARDS

Employees must be at least 18 years of age and must be legally able to accept work in the United States.

Education & Training:

Any combination of experience, training, and education which provides the required knowledge, skills, and abilities to perform the duties and responsibilities of the job will be considered.

1. Bachelor's degree from an accredited college or university in Marketing, Business or Public Administration, or related field is required.
2. Previous work experience in marketing, computer production of marketing materials, event planning, and customer service is preferred.

Work Experience:

Two years of work experience in a professional-level capacity in a marketing related area is required.

Other Requirements:

Failure to: (1) obtain and maintain all required certifications, licenses, and commissions as required; or (2) failure to successfully complete all required training; or (3) failure to meet other job requirements may result in discipline, up to and including termination of employment.

1. Take and pass a drug screening exam
2. Must be able to work various hours including days, evenings, and some weekends

TOOLS AND EQUIPMENT USED

While performing the duties of this job, the employee uses and operates a variety of tools and equipment, including:

Computer Skills – at least intermediate level skill in:

- Basic computer operation of Windows
- Adobe Suite of products (InDesign, Illustrator, and Photoshop)
- Microsoft Office Suite (Word, Excel, PowerPoint, Outlook)
- Video editing software
- Website design and maintenance (Revize CMS)

Miscellaneous – keys

KNOWLEDGE, SKILLS & ABILITIES

The requirements listed below are representative of the knowledge, skills and abilities (KSAs) required for satisfactory performance of the job duties and responsibilities at a “Fully Proficient Level.” Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Knowledge:

Knowledge of marketing processes and procedures

Knowledge of computer operations and graphic design software

Knowledge of the safe operation of tools and equipment used in the job

Knowledge of safe work methods and basic safety practices

Knowledge of proper sanitary and safety precautions when handling trash, garbage and other potential hazards

Knowledge of technical sound and lighting equipment

Knowledge of body mechanics necessary to safely lift and move objects

Knowledge of applicable federal laws and administrative rules; state laws and administrative rules; and city ordinances

Knowledge of Department and City policies, procedures, directives, rules and regulations

Knowledge of basic standard American English grammar, punctuation, spelling, language usage and vocabulary

Knowledge of basic mathematics

Skill:

Skill in the effective, efficient, and safe use of all tools and equipment used in the performance of their job

Skill in writing legibly

Skill in proofreading

Skill in driving vehicles under routine conditions, including driving in congested traffic, and in unsafe road conditions caused by factors such as fog, smoke, rain, ice, and snow

Skill in performing first aid and CPR techniques

Ability:

Ability to demonstrate sales, marketing, and promotion skills

Ability to perform the essential duties and responsibilities of the job

Ability to use initiative and sound judgement within established procedural guidelines

Ability to learn City or department terminology and system needs

Ability to quickly learn and put to use new skills and knowledge brought about by rapidly changing information and technology

Ability to operate a variety of computer equipment and software

Ability to operate AV equipment

Ability to work independently

Ability to carry out duties according to federal and state laws and administrative regulations; city ordinances; Departmental policy, procedures, directives, rules and regulations; and external directives

Ability to apply standard solutions to recurring situations

Ability to observe and analyze situations quickly and objectively and, using good judgment, determine an effective and efficient course of action to be taken with due regard to the task, hazards, situation, and circumstance

Ability to assign priorities to tasks and to reassign priorities as the situation and circumstances change

Ability to work within deadlines to complete projects and assignments

Ability to analyze, plan, and organize work

Ability to communicate and effectively convey information to other persons orally and in writing

Ability to speak clearly so that it is understandable to a listener

Ability to listen actively

Ability to read, speak, write, and spell using standard American English grammar

Ability to recall and relate details of incidents in order present information to concerned parties

Ability to understand and follow quickly and accurately oral, written, and/or demonstrated instructions and procedures

Ability to successfully complete the Department's training programs following employment/assignment

Ability to communicate effectively with people in a courteous, tactful and fair manner

Ability to establish and maintain effective working relationships with a wide range of persons, including: supervisors, peers, other city employees, event participants, and the general public

Ability to work effectively as an individual and as a team member

Ability to accept responsibility and acknowledge mistakes

Ability to adapt to change and changes in work conditions

Ability to problem-solve and make decisions

Ability to work flexible hours on varying days of the week, including evenings and weekends as required

Ability to perform basic mathematical calculations with accuracy

Ability to assert self appropriately

Ability to properly handle sensitive or confidential information

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Testing and/or evaluation of these requirements may be conducted as part of the selection process. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

This position requires:

- repeated and continually prolonged sitting, standing, walking, kneeling, crawling, squatting, twisting, bending, and stooping in the performance of daily activities
- the use of hands to operate, finger, handle or feel objects, tools or controls; and the ability to reach with hands and arms; including working with arms above shoulder level
- visual depth perception and the ability to adjust focus
- color vision (in the need to discriminate among and match colors in preparing presentations and graphic materials)
- acute hearing when communicating by phone and in person (such as when responding to questions or request for information from users and vendors)
- the ability to lift, drag, and push equipment and materials weighing 25 pounds
- drive motorized vehicles
- off-hours, nights, weekend and holiday emergency call outs

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee normally works inside, with occasional outside duties, and when outside may be exposed to inclement weather (including wet and/or humid conditions and temperature extremes), dust, fumes or airborne particles. The noise level in the work environment ranges from quite in the office, to moderately loud to very loud outside depending on the type of event and location.

EQUAL OPPORTUNITY EMPLOYER

The City of Duluth is an equal opportunity employer (EOE). In accordance with applicable Federal and State laws, the City of Duluth does not discriminate on the basis of race, color, religion, national origin, disability, age, gender or other legally protected status or classification, except where dictated by requirements of the job, or within the limits imposed by law.

It is the policy of the City of Duluth to provide equal employment opportunity (EEO) for all applicants and employees. This EEO policy applies to all areas of employment including recruitment, hiring, training, promotion, compensation, benefits, transfer and other terms and conditions of employment.

AMERICANS WITH DISABILITIES ACT (ADA)

The City of Duluth, in compliance with the Federal law, will provide reasonable accommodations to qualified individuals with disabilities.