

**Position: MARKETING COMMUNICATIONS COORDINATOR**

**Description:** Under direction of the Legal and Administrative Director, the Marketing Communications Coordinator will advance the City's marketing efforts by playing a crucial role in setting and overseeing the execution of year-round marketing efforts.

**Reporting:** The Marketing Communications Coordinator will work under the direction of the Legal and Administrative Director.

**Duties:** The duties listed below are examples of the work typically performed by an employee in this classification. An employee may not be assigned all duties listed and may be assigned duties that are not listed below.

1. Create and develop social media content for Facebook, Twitter, Instagram, Pinterest, YouTube, Google+, LinkedIn and others as needed.
2. Create and develop content and updates for the City's website.
3. Interact with online communities of fans and followers.
4. Use analytics tools for monitoring City-related topics.
5. Employ interactive and creative tactics to grow social media fan bases and followers.
6. Online tracking of shifts in social media trends and application to the City.
7. Research social media campaigns and brainstorm contributions for future City campaign concepts.
8. Take photographs and design high-quality content for City's website and social media pages.
9. Promote the City generally through public relations, announcements, events, and other communications.
10. Manage relationships with outside service providers and agencies for website development, email marketing, and social media activities.
11. Keep marketing assets like photos, videos, art files, etc. organized and easily accessible for all departments.
12. Perform related duties as assigned.

## **Qualifications for Employment:**

### **Education and Experience**

- Undergraduate degree in Journalism, Public Relations, Advertising, Communications or Marketing and two (2) years of experience in digital/interactive/integrated marketing, or any equivalent combination of education and experience.

### **Special Requirements**

- Knowledge of social media channels including Facebook, Twitter, Instagram, Pinterest, YouTube, Google+, LinkedIn and others as needed.
- Strong writing skills and proficient in AP style.
- Knowledge of basic design and photography.
- Proficient in Microsoft Office.
- Project management skills, including a strong attention to detail and the capacity to juggle multiple projects simultaneously.
- Ability to read analytics for various social media platforms and report on campaigns and content.
- Must be willing to work weekends and overtime, and to travel as necessary.