

# MARKETING AND COMMUNICATIONS SPECIALIST

## CLASS DESCRIPTION

### General Responsibilities:

This is responsible professional and technical work in the development and maintenance of website and social media page content, and computer graphics to market various events, programs and outreach activities. Employees in this class are responsible for performing such functions as designing and updating website and social media content, and creating graphics artwork for promotional purposes. Work is performed collaboratively with various work units, yet involves independent planning and execution of multiple projects simultaneously. Under general supervision of the work unit manager, work involves the exercise of independent judgment and initiative in the management of projects and activities.

### Examples of Duties and Responsibilities:

Design graphic artwork for both print and on-line use, such as flyers, posters, holiday cards, brochures, invitations, mass e-mail marketing communications and related visual communications. Rework existing designs. Organize and maintain information and resources for graphics, publications, and marketing. Shoot photos and video of various events and activities for website, social media and print use. Resize and reformat photos. Select original photographs, videos, and stock photography for web and print materials use. Repurpose materials for web publishing where needed.

Manage and design social media and web content. Create and post/tweet to all applicable social media outlets. Monitor website and social media analytics. Monitor the performance of paid search efforts (such as Google AdWords). Create reports to guide decision making. Post news, announcements, images, and press releases. Edit and upload video segments for social media use. Maintain and expand existing social media channels, such as Facebook, LinkedIn, and/or blog pages. Proofread and edit publications. Edit and upload video segments on the website.

Keep current on graphics, social media and web design standards, trends and processes by reviewing blogs, and participating in webinars and seminars. Actively engage in social media networking opportunities within the community. Keep current on related software. Research and recommend expansion into any additional social media channels consistent with the mission and goals.

Perform related work as required.

## QUALIFICATIONS

### Knowledge, Skills and Abilities:

Working knowledge of graphic design for print and web, and current computer-based graphic design software including Adobe Creative Suite. Working knowledge of photography (resolution, RGB color space) and ability to edit and resize photos. Working knowledge of content management system and/or WYSIWYG editor experience. Working knowledge of analytic tools (e.g., Google Analytics). Working knowledge of social media concepts, best

practices, and major social media platforms. Working knowledge of and ability to use various social media to include website development, twitter, blogs, etc. Working knowledge of HTML coding, Adobe Creative Suite web design software and Microsoft Office Suite. Working knowledge of and ability to use computer software applicable to the duties of the position. Working knowledge of the theories and techniques relating to advertising, sales and marketing. Working knowledge of practices and procedures relating to the establishment and oversight of event production, and public and media relations. Ability to shoot, edit and upload video segments for social media and website use. Ability to execute graphic designs to accomplish communication goals. Ability to accurately make requested copy and design changes. Ability to prepare and disseminate effective marketing, advertising, and public relations materials, plans, and strategies. Ability to manage multiple projects and tasks simultaneously. Ability to maintain necessary records and prepare complete, accurate and concise reports. Ability to work independently, exercise great attention to detail, and establish priorities to meet tight deadlines. Ability to communicate effectively and creatively, both orally and in writing. Ability to establish and maintain cooperative and effective relationships with co-workers, actual and potential clients, and other members of the public and business communities. Ability to respond to the needs of potential customers and to develop recommendations as required. Ability to deal tactfully and courteously with employees and the public. Ability to maintain adequate attendance

Training and Experience:

Generally, positions in this classification will require:

Two years of professional experience in the development and maintenance of website and social media content, including graphics work. Such experience would normally be gained after graduation from an accredited college or university with an associate’s degree in Information Technology, Business, Marketing, Public Relations, Journalism or other related field. Possession of a bachelor’s degree from an accredited college or university in Information Technology, Business, Marketing, Public Relations, Journalism or other related field may be substituted for the experience requirements. Other combinations of training and experience that can be demonstrated to result in possession of the knowledge, skills and abilities necessary to perform the duties of the position will also be considered.

Specific training and experience requirements will be established at the time of recruitment.

Necessary Special Qualifications:

Ability to meet the transportation requirements of the position.

Physical Requirements

Work is performed in an office environment using standard office equipment.

<b>Department/Division</b>	<b>Comp. Group</b>	<b>Range</b>
Various	18	04

Approved: \_\_\_\_\_  
Brad Wirtz  
Human Resources Director

Date