



Job Title	Marketing Specialist	FLSA Status	Exempt
Band	PRO	Probationary Period	12 Months
Zone	5	Job Code	12751

Job Description – Marketing Specialist

Summary Statement:	
<p>The purpose of this position is to research, develop, coordinate, implement, educate, and evaluate marketing opportunities, advertising mediums, special events, community relations, and citizen activities, programs, facilities, and services. Oversee, direct, and coordinate the operational needs, and assist in the implementation of program goals and objectives. Provide administrative and technical support to assigned management staff.</p>	
Essential Functions	Note: Regular and predictable attendance in the performance of this job is an essential function.
Time % <small>(All below must add to 100%)</small>	Note: Time spent on each essential function will vary based on operational needs and is only intended to be an approximation over the course of a full year.
50%	Complete communications including negotiating and buying media, scheduling, copy writing, image positioning, and design and production of final marketing products; recommends and implements requested advertising methods to support sections; creates and evaluates print advertising methods to support individual sections; prepares and monitors requested advertising dollars from multiple budgets; participates in developing, administering, and monitoring contracts; evaluates effectiveness of service deliveries; and establishes and maintains effective relationships.
20%	Hires, trains, supervises, and evaluates staff; coordinates and facilitates maintenance and repairs; prepares and monitors budget; and ensures program is in compliance with local, state, and federal policies, procedures, and regulations.
10%	Plans, executes, and debriefs assigned special events; requests community and organizational support for program needs; stays current in trends; schedules and provides assistance to internal and outside agencies; and determines if programs meet community needs.
20%	Updates and maintains web pages; prepares reports; and participates in professional group meetings.



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Competencies Required:

Human Collaboration Skills: Work may require providing advice to others outside direct reporting relationships on specific problems or general policies. Contacts may require the consideration of other points of view to reach agreement. Elements of persuasion may be necessary to gain cooperation and acceptance of ideas.

Reading: Advanced - Ability to read literature, books, reviews, scientific or technical journals, abstracts, financial reports, and/or legal documents. Ordinarily, such education is obtained at the college level or above. However, it may be obtained from experience and self-study.

Math: Intermediate - Ability to deal with system of real numbers; practical application of fractions, percentages, ratios/proportions and measurement. Ordinarily, such education is obtained in high school up to college. However, it may be obtained from experience and self-study.

Writing: Advanced - Ability to write editorials, journals, speeches, manuals, or critiques. Ordinarily, such education is obtained at the college level or above. However, it may be obtained from experience and self-study.

Technical Skills Required:

Advanced Technical Skills: Work requires advanced skills and knowledge in approaches and systems, which affect the design and implementation of major programs and/or processes organization-wide. Independent judgment and decision-making abilities are necessary to apply technical skills effectively.

Relevant Background and Formal Education: Demonstrated skills, competencies, and knowledge required for this job are most often acquired through the following practical experience and level of academic education and training as suggested below.

Education: Bachelor’s degree from an accredited college or university with major coursework in public administration, business administration, marketing, or a related field.

Experience: Three years of full-time public administration experience including one year of administrative and/or lead supervisory experience.

Certifications and Licenses: Must possess or be able to acquire the following certifications and/or licenses.

Certifications required in accordance with standards established by departmental policy.

Supervision Exercised:

Requires the occasional direction of volunteers, helpers, assistants, seasonal employees, interns, or temporary employees.



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Supervision Received:

Receives Limited Direction: The employee normally performs the duty assignment according to his or her own judgment, requesting supervisory assistance only when necessary. Special projects are managed with little oversight and assignments may be reviewed upon completion. Performance reviewed periodically.

Fiscal Responsibility:

This job title does research for documents, compiles data for computer entry, and/or oversees data entry. Has responsibility for monitoring budget/ fiscal expenditures (typically non-discretionary expenditures) for a work unit of less than department size (programs, activities, projects, or small organizational units) or responsibility for fiscal management of capital project(s). May recommend budget allocations.

Physical Demands: Exerting up to 10 pounds occasionally or negligible weights frequently; sitting most of the time.

Environmental Conditions	Frequency
Primary Work Environment	Office Environment
Extreme Temperature	Never
Wetness and Humidity	Never
Respiratory Hazards	Never
Noise and Vibrations	Never
Physical Hazards	Never
Mechanical and/or Electrical Hazards	Never
Exposure to Communicable Diseases	Never

Machines, Tools, Equipment, and Work Aids: Computer, printer, copier, fax, telephone, projector, and standard office equipment.

Specialized Computer Equipment and Software: Microsoft Office, design software, and social networks.

The description above is intended to represent only the key areas of responsibilities; specific job assignments, duties, and environmental conditions will vary depending on the business need of the department and the particular assignment.

Original date: September 2014