



MARKETING COORDINATOR

City of Milpitas

Effective: October 2016
EEOC: Technical
FLSA: Non-Exempt
Unit: Pro-Tech
Physical: 1

DEFINITION

The Marketing Coordinator will plan, promote, implement, coordinate, and market new and existing recreation and citywide services and programs; develop and maintain a strong communication and working relationship with vendors and customers, design and distribute all marketing materials and perform related work as required.

SUPERVISION RECEIVED AND EXERCISED

Position may supervise interns and part-time staff.

EXAMPLES OF DUTIES - Duties may include, but are not limited to, the following:

- Develops ideas, concepts, designs, themes, and program vision to successfully market Recreation Programs, City sponsored events, special projects and related community involvement efforts.
- Creates and manages event promotion timelines for marketing, graphics and programs.
- Creates and recommends action plans for marketing and promotion of services and programs.
- Disseminates information to the public via e-mail blasts, press releases, advertisements, phone calls, and distributes related information to schools, community non-profit organizations, and other government agencies.
- Creates, posts, and monitors Recreation and City Social Media Account pages; works with Webmaster on general media page posting.
- Sets up displays, workshops, classes, and presents information related to recreation and other related topics.
- May conduct tours and make presentations.
- Answers customer questions related to recreation and other city programs and services.
- Communicates and provides information to the public and press.
- Coordinates program, events and facility marketing material and graphic designs for new press releases, flyers, event schedules, pamphlets, and brochures.
- Develops and maintains positive relationships with local business, government and community groups.

- Solicits and receives sponsorships, ensures proper logos and applicable promotional credit is given to designated sponsors.
- Manages community promotions and executes printing budget.
- Analyzes, develops and recommends marketing policy and program changes in response to customer needs, budgetary considerations, market changes, and industry developments with adherence and compliance with City rules, procedures, and regulations.
- Gathers information and materials to create promotional materials and marketing plan.
- Coordinates projects among departments and outside vendors.
- Approves promotional materials from outside agencies.
- Prepares finished copy and art for print.
- Assists staff in the development of written promotional and marketing information for their respective programs and events.
- Serves as liaison and represents the City at a variety of public events, including meetings, conferences, and other related special events.
- Sets up and maintains working and storage file system.
- Performs other related duties as assigned.

QUALIFICATIONS

Knowledge of:

- Use of correct English language, spelling, punctuation, grammar, and vocabulary. Modern office methods, procedures, office software and office equipment.
- Graphic Design mediums, Adobe Suite (Illustrator, Photoshop, InDesign).
- Web Design (HTML/CSS, Dreamweaver).
- Social Media applications and their best uses.
- Principles and practices of marketing and their application in the assigned department program and/or services.
- Print techniques and photography.
- Customer motivation.
- Principles and practices of public relations and customer service.
- Principles and procedures related to record keeping, business writing, and basic report preparation.
- Computer applications including design, word processing, spreadsheets, databases, and presentations.

Skill/Ability to:

- Design dynamic media for print, email and social media distribution.
- Communicate clearly and concisely, both orally and in writing.
- Write interesting, informative copy with minimal correction.
- Edit copy from other sources for proper grammar and punctuation.
- Create and lead marketing campaigns.

- Exercise initiative and good judgment within scope of work.
- Respond to requests and inquiries from the general public.
- Speak on a one-to-one basis and in front of groups of various sizes.
- Elicit community and organizational support for assigned programs and projects.
- Research and evaluate new marketing methods and techniques.
- Work with minimal supervision by following oral and written instructions.
- Make simple algebraic and arithmetic calculations
- Establish and maintain effective working relationship with those contacted in the course of work.
- Organize and maintain records and files.

EDUCATION AND EXPERIENCE

Any combination of education and experience that would likely provide the required knowledge and ability is qualifying. A typical way to obtain the knowledge and abilities would be:

Education: Bachelor's Degree in Art/Graphic Design or related field from an accredited college or university. Course work should include marketing, business or public administration, management, public relations, communications, or a related field.

Experience: Three years of responsible paid experience in Graphic Design and/or a related field, including at least one year experience in marketing, advertising, and promoting programs.

Additional years of qualifying experience may be substituted for up to two years of the required education on a year for year basis.

LICENSE OR CERTIFICATE:

Appropriate, valid California driver's license and satisfactory driving record is required.

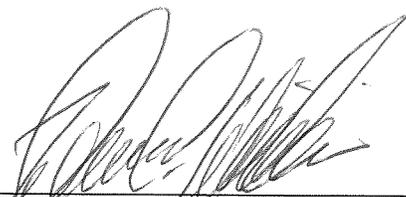
Certification in First Aid and/or CPR is highly desirable.

SPECIAL REQUIREMENTS:

Essential duties require the following physical abilities and work environment:

Work is performed in an office/recreational setting: will be exposed to the elements and sits, stands, walks, kneels, crouches, twists, reaches, bends, crawls, and grasp; must be able to lift, carry, push, pull, drag equipment weighing up to 40 lbs.; climbing up step stool ladders to stack equipment and supplies.

Approved by:



City Manager

10/19/16

Date



Human Resources Director

10/19/16

Date