

MARKETING COORDINATOR

SUMMARY:

Under general supervision performs duties in the development and implementation of public relations and marketing strategies. This position is an appointed position responsible for designing, coordinating and implementing public information and promotional projects including the assembling of facts regarding departmental activities, services, accomplishments, and visions and creatively disseminating the information in various communications mediums to City departments and the community; may perform related duties as assigned.

ESSENTIAL FUNCTIONS: *(Essential functions, as defined under the Americans with Disabilities Act, may include the following tasks, knowledge, skills and other characteristics. This list is ILLUSTRATIVE ONLY and is not a comprehensive listing of all functions and tasks performed by incumbents of this class.)*

DUTIES AND RESPONSIBILITIES: *(which are not in any hierarchical order)*

1. Develops and implements marketing plans for the City of West Palm Beach.
2. Organizes, coordinates, and directs all marketing/public relations efforts for the City including but not limited to press releases, flyers, newsletters and various reports.
3. Develops and implements ongoing marketing plan that includes print and radio; produces and supervises all written materials promoting the City of West Palm Beach.
4. Develops and implements special projects and programs improving communications and public relations with various groups acting as the liaison to achieve the objectives of the City of West Palm Beach.
5. Solicits sponsorship of events and programs for donations of cash, services, volunteers, and entertainment.
6. Records guests, volunteers and staff using video, photographic and digital cameras and tape recorders for presentation at public meetings and displays.
7. Assembles video, slide and other media productions according to user requirements. Records narration, mixes music, live audio, special effects, etc.
8. Develops informational material on projects and current events for presentation at public meetings, conferences and seminars. Videotapes projects and continually updates video library for community presentations.
9. Assists in completing and submitting grant applications, foundation funding, and gifts to give support to new and existing programs.
10. Represents the City at varied business and community meetings or forums as needed to assist in accomplishing goals of the City.

KNOWLEDGE, SKILLS AND ABILITIES:

- Knowledge of specific computer applications, film, video or other specialized communications techniques.
- Knowledge of the principles, theories, philosophy and techniques of marketing, promoting, and advertising.
- Knowledge of modern methods, practices, equipment, materials, and techniques of black and white and color, indoor and outdoor, still and motion photography and film development, and audiovisual production.
- Skill in the operation and maintenance of a wide variety of audiovisual equipment, including cameras, projectors, tape recorders, record players and video recorders.
- Skills in making visual presentations.
- Ability to communicate effectively both orally and in writing.
- Ability to establish and maintain effective working relationships with subordinates, supervisors, peers, and the media.

MARKETING COORDINATOR

PHYSICAL REQUIREMENTS AND WORK ENVIRONMENT: The incumbent is frequently required to sit, talk or hear, grasp, reach with hands and arms, and use hands and/or fingers, handle, operate objects, tools, and controls. The employee is occasionally required to walk, stand, climb or balance, stoop, kneel, stands, push, and lift and/or move objects of up to 10 pounds and perform other similar actions during the course of the workday. The City of West Palm Beach promotes a drug/alcohol free work environment through the use of mandatory pre-employment drug testing.

MINIMUM QUALIFICATIONS: Bachelor's degree from an accredited college or university with a major in Mass Communications, Marketing, Journalism, Graphics Arts or a closely related field, and four (4) years of responsible experience implementing marketing strategies and coordinating varied media projects, or any equivalent combination of training and experience. A valid Florida driver's license is required.