



DRIPPING SPRINGS
Texas

MARKETING COORDINATOR

Full-Time Exempt

A. General Purpose

Under general direction of the People & Communications Director, the Marketing Coordinator plans, coordinates, implements, and evaluates the City's marketing, communications, branding, and public engagement activities across digital, print, web, social media, and event-related platforms to grow an audience, build brand awareness, and boost attendance at all City external functions and events.

This position supports internal and external communications and related public relations initiatives; develops and distributes content consistent with City priorities, branding standards, and supervisory direction; and performs duties in compliance with applicable federal, state, and local law and City policy. The Marketing Coordinator also works with the Director to facilitate internal and external marketing, communications, and public relations initiatives for the City.

The Marketing Coordinator understands that marketing combines strong storytelling through written and visual content with the analysis of performance data to evaluate what works and what needs to be improved. The Marketing Coordinator exercises discretion and independent judgment with respect to communications, messaging, media responses, and related public-facing materials.

B. Essential Duties and Responsibilities

1. Develops, coordinates, publishes, monitors, and evaluates social media communications and content marketing for the City in coordination with the People & Communications Director and Division/Department heads, consistent with City priorities, branding standards, and supervisory direction.

2. Develops social media strategies and campaigns for the City's social media accounts, growing our audience through story telling that's authentic, engaging, and tailored to the City's audience.
3. Creates positive content that educates, informs, entertains, and inspires. Uses content marketing strategies to attract, engage, and retain an audience by creating and sharing relevant information, articles, videos, podcasts, blogs, infographics, and other media to establish expertise, promote brand awareness, and keep residents and businesses of the City of Dripping Springs informed on all city business and events.
4. Assists with administration of assigned marketing and promotional budgets in accordance with City purchasing policies and budgetary controls; tracks relevant performance data and analyzes the effectiveness of City social media and marketing campaigns
5. Evaluates the quality, consistency, accessibility, and effectiveness of the City's communication channels and implements improvements as directed or as operationally appropriate.
6. Monitors designated City communication channels and responds or routes public inquiries in accordance with City policy, departmental procedures, and supervisory direction.
7. Coordinates with the City Attorney, supervisor, and other appropriate personnel regarding legal and policy issues affecting communications and marketing activities, including privacy, defamation, intellectual property, records retention, and public information matters.
8. Maintains and updates content on the City's website and related subsites in accordance with City standards, accessibility requirements, and supervisory direction.
9. Assists with additional communication and marketing functions, including email communications, contact list maintenance, and related outreach activities, in accordance with applicable law and City policy.
10. Designs, coordinates, and produces internal and external branded materials, including but not limited to business cards, letterhead, e-signatures, newsletters, posters, flyers, signage, and related materials, consistent with City branding standards and approval processes.

11. Serves as a backup to the People & Communications Director and assists with external and internal communications, media relations, branding, graphic design, promotions, advertising, and related communication functions.
12. Develops and coordinates marketing materials and related communication items for City-sponsored community events and assists with associated planning, coordination, organization, and administrative support.
13. Designs, coordinates, and produces guides and promotional materials for Parks & Community Services programs, initiatives, and events, including print and digital materials.
14. Helps with public relations and public communication efforts for City and Parks and Community Services projects, programs and major initiatives.
15. Coordinates public communications and community engagement efforts using approved digital platforms, software, and communication tools designated by the City.
16. Exercises discretion and independent judgment with respect to matters related to communications and media responses.
17. Maintains regular and punctual attendance; reports to work as scheduled; and works evenings, weekends, holidays, special events, and meetings as required by operational needs and supervisory direction.
18. Coordinates with vendors, contractors, and service providers used by the City for the development, production, purchase, and distribution, promotional items, and other communication tools, in accordance with City purchasing policies and procedures.
19. Observes, follows, and promotes compliance with applicable federal, state, and local law, City policy, records retention requirements, public information requirements, accessibility requirements, copyright and intellectual property requirements, and applicable technology-use and security procedures.
20. Maintains passwords, account access information, and other sensitive information in accordance with City policy and applicable law.
21. Uses City-issued equipment, software, systems, and communication tools properly and in accordance with City policy.
22. Travels to various destinations in and out of the City.

23. Ability to establish, maintain, and foster positive, professional, and effective working relationships with employees, City officials, media representatives, vendors, residents, and members of the public.
24. Ability to handle sensitive information appropriately and maintain confidentiality in accordance with applicable law and City policy.
25. Performs related duties as assigned.

C. Necessary Knowledge, Skills, and Abilities

1. Understanding and experience in content creation for social media.
2. Bachelor's degree in journalism, public relations, communications, public administration, or a closely related field preferred; or an equivalent combination of education and relevant experience sufficient to successfully perform the essential duties of the position.
3. Ability to communicate effectively orally and in writing.
4. Working knowledge of relevant design, publishing, video, web, and communication software, including Adobe Creative Suite and similar tools used by the City.
5. Ability to use graphic design and content-creation tools, including approved City platforms, while maintaining compliance with City branding guidelines, review procedures, and protocols.
6. Ability to create and edit social media videos.
7. Ability to establish and maintain effective working relationships with employees, City officials, media representatives, vendors, and the public.
8. Ability to perform routine administrative, clerical, and document-processing tasks associated with the position.
9. Skill in exercising sound judgment, tact, diplomacy, and professionalism.

D. Tools and Equipment Used

Personal computer, including word processing, spreadsheet, presentation, design, publishing, website, social media management, analytics, video editing, and email software; phone; printer; copy machine; camera equipment; and other office, event, and communication equipment used in the performance of assigned duties.

E. Special Requirements

1. A valid Texas driver's license and acceptable driving record, if driving is required by the City.
2. The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions of the position.
3. Work is performed primarily in office and event settings, with travel to various City locations and venues as needed
4. While performing the duties of this job, the employee is regularly required to sit, stand, walk, talk, hear, use hands and fingers, and operate office and communication equipment.
5. The employee may be required to lift, carry, transport, set up, or move boxes, signage, printed materials, and other equipment or supplies associated with meetings, events, or marketing activities, with or without reasonable accommodation.
6. The employee may occasionally work outdoors and in varying weather conditions in connection with City meetings, events, and promotional activities.

F. Work Hours

Core work hours are generally between 8:00 a.m. and 5:00 p.m., including one hour for lunch, Monday through Friday, except holidays, unless otherwise directed. This is a full-time exempt position. Additional hours on evenings, weekends, holidays, and during special events, meetings, or emergencies may be required subject to the direction of the People & Communications Director or other authorized supervisor. Work schedules may be adjusted based on operational needs. Any compensatory time or other schedule adjustment must be approved in advance whenever practicable and administered in accordance with applicable law and City policy.

G. Salary

Salary is commensurate with the position. Pay days will be the days as listed in the current CITY OF DRIPPING SPRINGS PERSONNEL MANUAL.

H. Benefits

Benefits shall be in accordance with those outlined in the CITY OF DRIPPING SPRINGS PERSONNEL MANUAL, as may be modified by the employee's offer letter and subsequent revisions to the Manual.

I. Equal Opportunity Employer

The City is an equal opportunity employer and makes employment decisions in accordance with applicable federal, state, and local law. The City prohibits discrimination and harassment as provided by law and City policy. Applicants or employees needing an accommodation in the application or hiring process should contact the Human Resources Director, Chase Winburn at (512) 502-8313.

Please note: This Job Description is not a contract and does not alter the at-will nature of employment. The City reserves the right to revise this job description, assign or reassign duties, change work schedules, and modify job requirements consistent with applicable law and City policy. To the extent reasonably possible, this Job Description, the Personnel Manual, and the employee's Offer Letter shall be read together in harmony. If there are conflicts between this Job Description, the Personnel Manual, and the employee's Offer Letter, the most specific term or condition of employment shall govern.

The statements contained in this job description are intended to describe the general nature and level of work being performed and are not intended to be an exhaustive list of all responsibilities, duties, skills, or working conditions required.