



## **CONTENT MARKETING SPECIALIST FULL-TIME, EXEMPT**

### **A. GENERAL PURPOSE**

Under general direction of the Communications & Marketing Director and under minimal supervision, the Content Marketing Specialist is responsible for creating and publishing content on all social media platforms, including Facebook, Twitter, Instagram, LinkedIn, TikTok, and Youtube, to grow an audience, build brand awareness, and boost attendance at all city external functions and events. The Content Marketing Specialist also works with the Director to facilitate internal and external marketing, communications, and public relations for the City. The Content Marketing Specialist understands that marketing is a combination of good story-telling utilizing words and graphics along with data analysis of what works and what needs to be improved.

### **B. ESSENTIAL DUTIES AND RESPONSIBILITIES**

1. Oversees all social media communications and content marketing for the City, working with Communications & Marketing Director and Division/Department heads on their social media marketing/communications needs, goals, and visions.
2. Develops social media strategies and campaigns for the City's 12+ 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. Manages budget to be spent on promoting social media posts and pay-per-click (PPC) advertising. Keeps track of data and analyzes the performance of social media campaigns of the City.
5. Provides oversight and regular evaluation of the quality and effectiveness of City's social media channels and vehicles, as well as develop and implement plans for improvement.
6. Interacts with residents and deals with inquiries on social media.
7. Works with the City Attorney to understand all social legal concerns such as right to privacy, defamation, intellectual property laws, and more.

8. Helps with content on the City's website and 4 subsites: cityofdrippingsprings.com; drippingspringsranchpark.com; foundersdayfestival.com; christmasonmercercor.com; and drippingspringsfairandrodeo.com.
9. Helps in other content marketing needs: email marketing, direct marketing list maintenance.
10. Coordinates printing of Parks & Community Services programs and guides.
11. Helps with Public Relations for City and Parks and Community Services special projects and major initiatives such as Skatepark, Rathgeber Natural Resources Park.
12. Works with coordination of needs for HootSuite, TextMyGov, CivicPlus, and more.
13. Backup to Director on external & internal communications, press relations, branding, graphic design, promotions, and advertising.
14. Exercises discretion and independent judgment with respect to matters related to communications and media responses.
15. Works non-traditional work hours for presence at various special events and City meetings.
16. Assists with the organization, coordination, and administrative duties related to special events sponsored by the City, such as the Founders Day Festival and Christmas on Mercer Street.
17. Maintains continuous contact with vendors such as photographers, graphic designers, printers, and others used by the City in the development and distribution of printed materials and other communication tools.
18. Travels to various destinations in and out of the City.
19. Performs other tasks as assigned by Communications & Marketing Director.

### **C. NECESSARY KNOWLEDGE, SKILLS, AND ABILITIES**

1. Understanding and experience in content creation for social media.
2. Requires a bachelor's degree in journalism, Public Relations, Communications, Public Administration, or a closely related field. Experience commensurate with the position can be substituted for degree.
3. Must have ability to communicate effectively orally and in writing, being grammatically correct.
4. Working knowledge of Adobe creative suite programs: Illustrator, Photoshop, InDesign. Ability to work with Canva while keeping within branding guidelines and protocol. Ability to create and edit social media videos.
5. Ability to establish and maintain effective working relationships with employees, City Officials, media, and general public.
6. Typing, filing, and sorting, postings of documents.
7. Skill, tact, and diplomacy.

### **D. TOOLS AND EQUIPMENT USED**

Personal computer, including design software, word processing, and spreadsheet software; phone; copy machine.

## **E. SPECIAL REQUIREMENTS**

1. A valid state driver's license.
2. While performing the duties of this job, the employee is required to sit for extended periods of time and communicate orally with others. The employee is occasionally required to walk.

## **F. WORK HOURS**

Work hours are 40 hours per week, are non-traditional, and shall be coordinated with the Communications & Marketing Director. Generally, hours are between 8:00 am and 5:00 pm, including one hour for lunch, Monday through Friday, except holidays as determined by the City Holiday Calendar. However, shifts will be adjusted to attend events in the City for posting and promotion. This is a full-time exempt position and eligible for compensatory time off as described in the DRIPPING SPRINGS PERSONNEL MANUAL.

## **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's employment decisions are made without regard to race, color, religion, sex, age, national origin, sexual orientation, handicap, or marital status. Discrimination or harassment against any person in recruitment, examination, appointment, training, promotion, discipline, or any other aspect of personnel administration because of political or religious opinions or affiliations, membership or non-membership in employee organizations, or because of race, color, national origin, age, disability, veteran status, sex, or marital status is prohibited. If you would like to arrange for accommodations, we encourage you to contact Ginger Faught at (512) 858-4725.

***Please note:*** This Position Description is not a contract, and shall not be construed to alter an employee's at-will relationship. The terms and conditions of any employee's position with the City may be altered by the City Council at any time. 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 Position Description, the Personnel Manual, and the employee's Offer Letter, the most specific term or condition of employment shall govern.