

Town of Lake Park



JOB DESCRIPTION

To perform this job successfully, an individual must be able to perform the essential job functions satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the primary job functions herein described. Since every duty associated with this position may not be described herein, employees may be required to perform duties not specifically spelled out in the job description, but which may be reasonably considered to be incidental in the performing of their duties just as though they were actually written out in this job description.

Marketing Specialist

Department: Communications and Grants

Pay Grade: 90

FLSA Status: Non-Exempt

JOB SUMMARY

Under the direct supervision of the Grant Writer/Chief Public Information Officer, the Marketing Specialist is responsible for helping to broaden the reach of the Town's messaging and enhance the Town's profile as a safe, supportive, welcoming and forward-thinking municipality in which to live and work.

ESSENTIAL JOB FUNCTIONS

- Supports the Town's marketing efforts through the establishment of a monthly social media content calendar
- Enhances Town's social media presence through the establishment of additional social media accounts for the Town, as appropriate (Instagram, Twitter, etc.)
- Achieves targets through creation of related graphics, social media content (individual posts and advertising campaigns), and other sources
- Provides monthly newsletter layout/design utilizing content created independently and in conjunction with Grant Writer/Chief Public Information Officer
- Evaluates performance of the Town's marketing endeavors and adjusts accordingly
- Creates content for the Town's YouTube channel
- Works in conjunction with the Grant Writer/Chief Public Information Officer to ensure the Town's website content is current, accurate, user-friendly and ADA-compliant
- Monitors utilization of the Town's website
- Designs flyers and other visually focused marketing materials to promote events hosted by the Town and individual departments
- Disseminates press releases created by department
- Assists with promotion of Town Centennial Celebration events as needed
- Performs other related job duties as assigned

QUALIFICATIONS

Education and Experience:

- ~~High School Diploma or GED~~
- ~~Bachelor's Degree in Marketing, Communications or a related field, preferred but not required~~
- A minimum of five years of related experience required and five (5) years of experience in marketing, social media management, or related field, or an equivalent combination of education and experience are required

Special Qualifications: None

Knowledge, Skills and Abilities:

- Skill in the use of social media channels including, but not limited to, Facebook, Instagram, Twitter and YouTube **for professional purposes**
- Proficiency in graphic design programs, including Adobe Creative Suite
- High degree of creativity
- Excellent written and verbal communication skills
- Ability to effectively use email marketing software to design and disseminate newsletters
- Strong organizational and project management skills
- Experience with data analytics
- Knowledge and understanding of Search Engine Optimization (SEO) best practices
- Ability to take initiative and meet deadlines

PHYSICAL DEMANDS

The work is sedentary work that requires exerting up to 10 pounds of force occasionally, and/or negligible force to lift, carry, push, pull or otherwise move objects. Additionally, the following physical abilities are required: fingering, grasping, hearing, mental acuity, reaching, repetitive motion, speaking, talking, and visual acuity.

WORK ENVIRONMENT

Work is performed primarily indoors without exposure to adverse environmental conditions (dirt, cold, rain, fumes).

The Town provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, gender/sex, age, national origin, disability, veteran status, sexual orientation, gender identity or expression, pregnancy, marital status, military status, genetic information or any other legally protected status. This philosophy applies to all terms and conditions of employment, including but not limited to hiring, placement, promotion, termination, recall, transfer, leave of absence, compensation and training.

