



Marketing Coordinator, (PT) (6010)

FLSA Status: Non-Exempt (Hourly)

Pay Grade: 11

Safety-Sensitive: No

Purpose

The purpose of this classification is to perform activities to enhance the County's success in achieving its internal and external communications goals through media relations and other creative communications and marketing methods.

Primary Responsibility

Provides excellent service, pursues continuous improvement and exceeds expectations.

Typical Duties

Promotes Bulloch County programs, events and facilities: understands the overall organizational goals for Bulloch County and creates messages, branding or advertising designed to effectively communicate and promote those goals and other necessary information; and coordinates publicity for County programs, events, and various information through press releases and other means of distribution.

Plans and communicates Bulloch County's key messages: researches audience preferences and identifies trends to guide the development of unique and creative methods to communicate the County's key messages to the intended audience; helps design and/or deliver various types of internal and external communications and marketing materials; and designs and distributes engaging text, image and/or video content which engages citizens, visitors, employees, and consumers of Bulloch County media.

Creates effective web presence: prepares and posts social media messages to distribute vital information, to promote County operations, and to highlight accomplishments; recommends social media platforms for use by departments and works to coordinate social media strategies and tactics; and provides training materials and workshops for departments and authorized agents who use social media regularly.

Monitors trends in social media and stays abreast of new social media platforms: reviews new types of social media for effectiveness, efficiencies and security; collaborates with others to enhance and improve the quality of information on and the visual appearance of the Bulloch County web site; and recommends design changes.

Promotes Bulloch County branding: reviews and recommends new marketing and recruitment methodologies; coordinates and consults with departments to identify needs and strategies; and designs new marketing/recruitment methodologies to promote the Bulloch County brand.

Documents Bulloch County meetings, activities and events: photographs and/or creates video recordings during official Bulloch County meetings; records Bulloch County departmental activities as requested; and maintains photographic and video records of events, etc.

Assists with research, special projects, meetings and other activities; and provides support before, during and after County-sponsored events.

Performs other related duties as required.

Minimum Qualifications

Associate degree in Business, Marketing, Communications, Graphic Design, or a related field is required; supplemented by three years of experience in marketing, public relations, advertising, or related field; or any equivalent combination of education, training, and experience which provides the requisite knowledge, skills, and abilities for this job.

Specific License or Certification Required: Must possess and maintain a valid Georgia driver's license.

Performance Aptitudes

Data Utilization: Requires the ability to review, classify, categorize, prioritize, and/or analyze data. Includes exercising discretion in determining data classification, and in referencing such analysis to established standards for the purpose of recognizing actual or probable interactive effects and relationships.

Human Interaction: Requires the ability to provide guidance, assistance, and/or interpretation to others regarding the application of procedures and standards to specific situations.

Equipment, Machinery, Tools, and Materials Utilization: Requires the ability to operate, maneuver and/or control the actions of equipment, machinery, tools, and/or materials used in performing essential functions.

Verbal Aptitude: Requires the ability to utilize a wide variety of reference, descriptive, advisory and/or design data and information.

Mathematical Aptitude: Requires the ability to perform addition, subtraction, multiplication, and division; the ability to calculate decimals and percentages; the ability to utilize principles of fractions; and the ability to interpret graphs.

Functional Reasoning: Requires the ability to apply principles of rational systems; to interpret instructions furnished in written, oral, diagrammatic, or schedule form; and to exercise independent judgment to adopt or modify methods and standards to meet variations in assigned objectives.

Situational Reasoning: Requires the ability to judgment, decisiveness and creativity in situations involving evaluation of information against measurable or verifiable criteria.

ADA Compliance

In compliance with the Americans with Disabilities Act (ADA), the County will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.

Physical Ability: Tasks require the ability to exert light physical effort in sedentary to light work, but which may involve some lifting, carrying, pushing and/or pulling of objects and materials of light weight (5-10 pounds). Tasks may involve extended periods of time at a keyboard or work station.

Sensory Requirements: Some tasks require the ability to perceive and discriminate colors or shades of colors, sounds, and visual cues or signals. Some tasks require the ability to communicate orally.

Environmental Factors: Essential functions are regularly performed without exposure to adverse environmental conditions.

DISCLAIMER: This job description is not an employment agreement or contract. Management has the exclusive right to make changes at any time without notice.

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