

SENIOR MARKETING SPECIALIST

CLASS CODE/PAY GRADE

Class Code: 1022

EEO Code: B

FLSA: E

Pay Grade: 216

MAJOR FUNCTION

Advanced, responsible, professional work assisting with the County's public information, public relations, and communications programs.

Illustrative DUTIES

(NOTE: These are intended only as illustrations of the various types of work performed. The omission of specific duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.)

Provides daily supervision of Community Information staff under the guidance and direction of the division director, or in the absence of the director.

Interfaces with the County Manager and senior staff under the guidance and direction of the division director, or in the absence of the director.

In the absence of the director, handles internal communications and news media inquiries, especially those related to emergency/crises issues/events.

Provides marketing and public relations/public information support to county departments and divisions under the guidance and direction of the division director, or in the absence of the director.

Creates/distributes news releases and handles news media inquiries for County departments/divisions. Organizes proactive news media events for departments/divisions. Serves as a lead Emergency Management public information officer (PIO).

Researches proactive news media opportunities within the organization.

Prepares external communication materials on County issues.

Produces from concept to publication, employee newsletters, brochures, advertisements and other printed materials.

Serves as departmental liaison for production of publications and videotapes. Coordinates advertisement design/placement for departments/divisions.

Performs related work as required.

Senior Marketing Specialist (pg 2 of 2)

KNOWLEDGE, ABILITIES AND SKILLS

Knowledge of departments/divisions and pertinent issues within County Government. Knowledge of principles and practices related to the fields of journalism, public relations, marketing and video and television production.

Ability to understand and explain technical information to the public and answer questions. Ability to develop and maintain effective working relationships within the organization, County Council, and the community. Ability to communicate effectively both orally and in writing. Ability to write creatively and edit news stories.

Ability to meet time-sensitive deadlines. Ability to work effectively in crisis situations.

MINIMUM OUALIFICATIONS

Bachelor's degree in Public Relations, Marketing, Advertising, Communications or related field, and three (3) years of experience in marketing, public relations, advertising, journalism or related field.

A comparable amount of education, training, or experience may substitute for the minimum qualifications.

ADA REOUIREMENTS:

Mental Demands: Ability to read and comprehend technical and professional manuals and journals; reports, summaries, memos and letters. Ability to speak publicly and extemporaneous; conversant in theories and techniques of discipline. Ability to write pamphlets, brochures, media materials.

Physical Demands: Sedentary to light work. Ability to see, hear, talk; finger dexterity.

Environmental Demands: Inside work.

New 10/03
Rev 1/08