



**Title: Senior Marketing and Communications Specialist**

FLSA Status: Exempt

**BRIEF DESCRIPTION:**

The purpose of this position is to serve in a lead capacity in the implementation of the advertising, marketing, outreach and promotional activities of the District. This is accomplished by serving as a lead in the planning and coordination of advertising campaigns, promotions, special events and public information programs; designing and developing print materials and publications; developing and maintaining Website and web-based media programs; writing news releases, articles, and other print materials; organizing special events and outreach activities; representing the District at external events and activities; conducting presentations to internal and external audiences; gathering and interpreting data; and providing direct or indirect supervision to lower level staff. Other duties include assisting departments with marketing and promotional activities.

**ESSENTIAL FUNCTIONS:**

Note: This information is intended to be descriptive of the key responsibilities of the position. The list of essential functions below does not identify all duties performed by any single incumbent in this position. Additionally, please be aware of the legend below when referring to the physical demands of each essential function.

<b>(S) Sedentary</b> Exerting up to 10 lbs. occasionally or negligible weights frequently; sitting most of the time.	<b>(L) Light</b> Exerting up to 20 lbs. occasionally; 10 lbs. frequently; or negligible amounts constantly; OR requires walking or standing to a significant degree.	<b>(M) Medium</b> Exerting 20-50 lbs. occasionally; 10-25 lbs. frequently; or up to 10 lbs. constantly.	<b>(H) Heavy</b> Exerting 50-100 lbs. occasionally; 10-25 lbs. frequently; or up to 10-20 lbs. constantly.	<b>(V) Very Heavy</b> Exerting over 100 lbs. occasionally; 50-100 lbs. frequently; or up to 20-50 lbs. constantly.
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#	Code	Essential Functions	% of Time
1	S	Develops, coordinates, and implements marketing and promotional campaigns by identifying goals and objectives, coordinating graphics, discussing options with departments, distributing materials, and analyzing results.	30%
2	S	Designs and develops print materials and publications by researching and analyzing materials and options, preparing plans and writing copy, organizing information for final print, reviewing and editing drafts, and reviewing final copies.	30%
3	S	Writes newsletters by gathering information from a variety of sources, writing copy, editing information, reviewing and gathering data, and preparing information for print.	15%
4	L	Organizes special events and outreach activities by reviewing goals, preparing plans, identifying coordinating departments and activities, preparing and administering budgets, coordinating logistics, and making recommendations.	10%
5	S	Monitors, writes content, develops and maintains web-based media by reviewing options, identifying resources, preparing and coordinating graphics design, coordinating media, and maintaining results.	15%



**JOB REQUIREMENTS:**

-Description of Minimum Job Requirements-	
Formal Education	<p>Work requires broad knowledge in a general professional or technical field. Knowledge is normally acquired through four (4) years of an accredited college or university resulting in a Bachelor's degree or equivalent in Business Administration, Public Administration, Communications, Marketing or a closely related field.</p> <p>Additional directly related experience beyond the minimum requirement may substitute for the required education based on the ratio of one and a half (1.5) years of experience for each (1) year of education.</p>
Experience	A minimum of three (3) years of experience in marketing, public relations, community relations or a closely related field.
Supervision	Work requires functioning as a lead worker performing essentially the same work as those directed, and includes overseeing work quality, training, instructing, and scheduling work.
Human Collaboration Skills	Work may require providing advice to others outside direct reporting relationships on specific problems or general policies. Contacts may require the consideration of different points of view to reach agreement. Elements of persuasion may be necessary to gain cooperation and acceptance of ideas.
Freedom to Act	The employee normally performs the job by following established standard operating procedures and/or policies. There is a choice of the appropriate procedure or policy to apply to duties. Performance reviewed periodically.
Technical Skills	Skilled: Work requires a comprehensive, practical knowledge of a technical field with use of analytical judgment and decision-making abilities appropriate to the work environment of the organization.
Budget Responsibility	Position has limited fiscal responsibility. May assist in the collection of data in support of recommendations for departmental budget allocations. May monitor division or program/project level budget and expenditures.
Reading	Advanced - Ability to read literature, books, reviews, scientific or technical journals, abstracts, financial reports, and/or legal documents. Ordinarily, such education is obtained in at the college level or above. However, it may be obtained from experience and self-study.
Math	Intermediate - Ability to deal with a system of real numbers; and practical application of fractions, percentages, ratios/proportions and measurement. Ordinarily, such education is obtained in high school up to college. However, it may be obtained from experience and self-study.
Writing	Advanced - Ability to write editorials, journals, speeches, manuals, or critiques. Ordinarily, such education is obtained in at the college level or above. However, it may be obtained from experience and self-study.
Certification & Other Requirements	



<b>KNOWLEDGE</b>
<ul style="list-style-type: none"><li>• Local community groups.</li><li>• Event planning and coordination.</li><li>• Facilitation techniques for large and small meetings.</li><li>• News releases and media advisory preparation.</li><li>• Issue resolution techniques.</li><li>• Local media.</li><li>• Written and verbal communications and public relations and speaking.</li><li>• Production of advertising, marketing and promotional campaigns.</li><li>• Development and production of brochures, newsletters and print materials.</li></ul>

<b>SKILLS</b>
<ul style="list-style-type: none"><li>• Advanced word processing, spreadsheet, presentation and database software.</li><li>• Specialized software related to functional area.</li></ul>

<b>ABILITIES</b>
<ul style="list-style-type: none"><li>• Address groups and present information.</li><li>• Interpret and apply policy.</li><li>• Arrange event logistics and media events and materials.</li><li>• Communicate with and direct staff.</li><li>• Coordinate community relations efforts.</li><li>• Direct consultants and facilitate issues.</li><li>• Attend meetings and assist District staff.</li><li>• Develop and present presentations.</li><li>• Direct consultants and staff involved in projects or events.</li><li>• Research materials.</li><li>• Interpret, analyze and explain rules, policies and procedures.</li><li>• Coordinate project and special event activities.</li><li>• Publish in internal and external publications and media.</li><li>• Research and respond to requests for information and complaints.</li><li>• Schedule staff for community and special events.</li><li>• Write copy.</li><li>• Maintain cooperative relationships with internal staff and external agencies.</li><li>• Develop and publish promotional materials.</li></ul>



**OVERALL PHYSICAL STRENGTH DEMANDS:**

-Physical strength for this position is indicated below with "X"-

Sedentary	Light	Medium	Heavy	Very Heavy
<b>X</b>				
Exerting up to 10 lbs. occasionally or negligible weights frequently; sitting most of the time.	Exerting up to 20 lbs. occasionally, 10 lbs. frequently, or negligible amounts constantly OR requires walking or standing to a significant degree.	Exerting 20-50 lbs. occasionally, 10-25 lbs. frequently, or up to 10 lbs. constantly.	Exerting 50-100 lbs. occasionally, 10-25 lbs. frequently, or up to 10-20 lbs. constantly.	Exerting over 100 lbs. occasionally, 50-100 lbs. frequently, or up to 20-50 lbs. constantly.

**PHYSICAL DEMANDS:**

C	F	O	R	N
<b>Continuously</b> 2/3 or more of the time.	<b>Frequently</b> From 1/3 to 2/3 of the time.	<b>Occasionally</b> Up to 1/3 of the time.	<b>Rarely</b> Less than 1 hour per week.	<b>Never</b> Never occurs.

Note: This is intended as a description of the way the job is currently performed. It does not address the potential for accommodation.

-Physical Demand-	-Frequency-	-Brief Description-
Standing	F	Making presentations, communicating with co-workers
Sitting	F	Desk work, meetings, driving
Walking	F	To other departments/offices, around work site
Lifting	F	Supplies, files
Carrying	F	Supplies, files
Pushing/Pulling	F	File drawers
Reaching	F	For supplies, for files
Handling	F	Paperwork
Fine Dexterity	F	Computer keyboard, telephone pad
Kneeling	O	Filing in lower drawers, retrieving items from lower shelves/ground
Crouching	O	Filing in lower drawers
Crawling	N	
Bending	O	Filing in lower drawers
Twisting	F	From computer to telephone
Climbing	O	Step stools
Balancing	R	On step stools
Vision	F	Reading, computer screen, driving
Hearing	F	Communicating via telephone/radio, to co-workers/public
Talking	F	Communicating via telephone/radio, to co-workers/public
Foot Controls	O	Driving
Other (specified if applicable)		

**MACHINES, TOOLS, EQUIPMENT, SOFTWARE, AND HARDWARE:**

Calculator, telephone, scanner, fax machine, vehicle, computer and associated hardware and software.



**ENVIRONMENTAL FACTORS:**

<b>C</b> Continuously	<b>F</b> Frequently	<b>O</b> Occasionally	<b>R</b> Rarely	<b>N</b> Never
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<b>D</b> Daily	<b>W</b> Several Times Per Week	<b>M</b> Several Times Per Month	<b>S</b> Seasonally	<b>N</b> Never
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-Health and Safety Factors-	
Mechanical Hazards	N
Chemical Hazards	N
Electrical Hazards	N
Fire Hazards	N
Explosives	N
Communicable Diseases	N
Physical Danger or Abuse	N
Other (see 1 below)	N

-Environmental Factors-	
Respiratory Hazards	N
Extreme Temperatures	S
Noise and Vibration	N
Wetness/Humidity	S
Physical Hazards	N

(1) N/A

**PROTECTIVE EQUIPMENT REQUIRED:**

**NON-PHYSICAL DEMANDS:**

<b>F</b> Frequently From 1/3 to 2/3 of the time	<b>O</b> Occasionally Up to 1/3 of the time	<b>R</b> Rarely Less than 1 hour per week	<b>N</b> Never Never occurs
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-Description of Non-Physical Demands-	-Frequency-
Time Pressure	F
Emergency Situation	O
Frequent Change of Tasks	F
Irregular Work Schedule/Overtime	O
Performing Multiple Tasks Simultaneously	F
Working Closely with Others as Part of a Team	F
Tedious or Exacting Work	O
Noisy/Distracting Environment	O
Other (see 2 below)	N

(2) N/A

**PRIMARY WORK LOCATION:**

Office Environment	X	Vehicle	
Warehouse		Outdoors	
Shop		Other (see 3 below)	
Recreation/Neighborhood Center			

(3)N/A

The above statements are intended to describe the general nature and level of work being performed by individuals assigned to this position. They are not intended to be an exhaustive list of all responsibilities, duties, and skills required. This description is subject to modification as the needs and requirements of the position change.