



Office of Human Resources
Marketing and Communications Professional I - YA3042

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General Statement of Duties

Performs entry level professional marketing, public relations, and/or communications work while receiving training in the principles, practices, and procedures of marketing, public relations, and/or communication methods and techniques, works under close supervision, and as the employee gains experience, assignments expand in complexity and scope.

Distinguishing Characteristics

There are four classes in the marketing/communications series; however, this is not a progressive series. The series includes: Marketing/Communications Manager, Marketing/Communications Specialist, Marketing/Communications Professional I, and Marketing/Communications Professional II. A Marketing/Communications Manager manages marketing, public relations, public information, and/or communications endeavors for a large department or in support of an elected official.

A Marketing/Communications Specialist performs professional, specialist level communications, marketing, and/or public relations work by planning, developing, designing, coordinating, and monitoring of a variety of promotional and informational campaigns and serves as a spokesperson for the department/agency. The Marketing/Communications Specialist generally oversees the work of an independent agency/office or serves as a team member in a large department.

The Marketing/Communications Professional II class performs full performance, professional level communications, marketing, and/or public relations work involved in the preparation and implementation of a variety of promotional and informational materials.

The Marketing/Communications Professional I class is an entry level professional class that receives training in the principles, practices, and procedures of marketing, public relations, and/or communication methods and techniques.

Note: The Director class is used in this series when a department/agency is a large enterprise fund.

Level of Supervision Exercised

None

Essential Duties

Receives on-the-job training on marketing, public relations, and/or communication methods and techniques in order to research and support planning efforts and establish and maintain effective media/community/business relationships.

Assists professional marketing/communications staff by preparing presentations, assisting with event coordination, fundraising, and grant support, researching advertising/media buying, and performing other requested activities.

Tracks all incoming inquiries from inception through resolution and performs research into background issues and past stories.

Creates and updates targeted distribution lists of local and national media outlets, community publications, and industry outlets and maintains contact lists for community/business organizations.

Writes newsletter articles, prepares information for social media sites, and coordinates and gathers information for dissemination such as newsletters, policy updates, and other pertinent information.

Performs increasingly more responsible work as the employee gains experience and independently performs assigned duties.

Performs other related duties as assigned.

Any one position may not include all of the duties listed. However, the allocation of positions will be determined by the amount of time spent in performing the essential duties listed above.

Competencies

Attention to Detail - Is thorough when performing work and conscientious about attending to detail.

Customer Service – Interacts with customers in a friendly and professional manner, works to resolve issues quickly and effectively, and is knowledgeable about products and services.

Interpersonal Skills – Shows understanding, friendliness, courtesy, tact, empathy, cooperation, concern, and politeness to others and relates well to different people from varied backgrounds and different situations.

Learning – Uses efficient learning techniques to acquire and apply new knowledge and skills; uses training, feedback, or other opportunities for self-learning and development.

Writing – Writes in a clear, concise, organized, and convincing manner for the intended audience.

Knowledge & Skills

Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.

Education Requirement

Bachelor's Degree in Business Administration, Marketing, Communications or a related field.

Experience Requirement

None

Education & Experience Equivalency

One (1) year of the appropriate type and level of experience may be substituted for each required year of post-high school education.

Additional appropriate education may be substituted for the minimum experience requirements.

Licensure & Certification

By position, requires a valid Driver's License at the time of application.

Licenses and certifications must be kept current as a condition of employment.

Working Environment

Pressure due to multiple calls and inquires.

Subject to many interruptions and varying and unpredictable situations.

Subject to traffic, roadways, and pedestrians.

Level of Physical Demand

1-Sedentary (0-10 lbs.)

Physical Demands

(Physical Demands are a general guide and specific positions will vary based on working conditions, locations, and agency/department needs.):

Sitting: remaining in the normal seated position.

Reaching: extending the hand(s) and arm(s) in any direction.

Handling: seizing, holding, grasping or otherwise working with the hand(s).

Fingering: picking, pinching, or otherwise working with the fingers.

Talking: expressing or exchanging ideas by means of spoken words.

Hearing: perceiving the nature of sounds by the ear.

Repetitive Motions: making frequent movements with a part of the body.

Eye/Hand/Foot Coordination: performing work through using two or more.

Near Acuity: ability to see clearly at 20 inches or less.

Far Acuity: ability to see clearly at 20 feet or more.

Depth Perception: ability to judge distance and space relationships.

Lifting: raising or lowering objects weighing no more than 10 pounds, from one level to another.

Background Check Requirement

Criminal Check

Education Check

By position, Motor Vehicle Record

Assessment Requirement

None

Probation Period

At-Will Position.

Class Detail

Pay Grade: A-617

FLSA Code: N

Established Date: 12/14/2018

Established By: LS

Revised Date:

Revised By:

Class History: