City of Sugar Hill

Title: Marketing Coordinator
Status: Full Time
Reports To: Economic Development Director

Job Summary

Under the direction of the Economic Development Director, assists with maintaining the City's branding by creating images, logos, flyers, videos, and all marketing initiatives. Assists with social media, press releases, and special events as needed. Archives photos and videos for safekeeping.

Major Duties

Creates and edits images, logos, flyers and videos to promote city departments, events venue, or community stories.

Coordinates print and digital advertising space.

Assists in the creation of written publications, including writing articles, preparing and/or editing publications and presentations.

Assists in content management for city and related user group websites.
Assists in the promotion of city-sponsored events in various city-owned venues.

Photographs downtown events or provides for the photographing of private, city-sponsored or co-sponsored events in downtown city owned facilities.

Analyzes and interprets analytics for Google, as well as social media platforms including: but not limited to: Facebook, Twitter, YouTube, Instagram, Snapchat, LinkedIn, and Periscope.

Assists with assigned duties on special event days.

Provides staff assistance to city related boards as assigned by Economic Development Director.

Performs other related job duties as assigned.

Knowledge Required:

- Computer skills: Illustrator, Photo Shop, Indesign, Microsoft Office Suite, including word processing, desktop publishing and web design software, as well as most social media platforms.

- Knowledge of general theories and principles of graphic design, editing, video production and their necessary software programs.
- Must be comfortable with word press based websites.
- Demonstrated expertise in working with a team in the creation of innovative projects related to graphic design, video creation/editing, public relations, marketing and communications.
- Knowledge of style guidelines for writing news releases; and language usage and terminology used by various news media.
- Knowledge of current and emerging social media tools and how to integrate messaging across electronic and print platforms.
- Ability to effectively communicate with the public and collaborate and partner with local jurisdictions and agencies. Skill in managing and prioritizing multiple projects.
- Skill in motivating and coordinating the work of volunteers.
- Ability to produce brochures and other materials for training programs or public presentations.
- Prioritize multiple projects, meeting required deadlines and handling more than one project simultaneously.
- Knowledge of taking digital photographs/video footage with digital camera.
- Ability to use video footage and photographs to convey a strategic message; including script writing and editing, production, and publishing.

Supervisory Controls

This position is under the direct supervision of the Economic Development Director, while working closely with peers in a team environment. The Economic Development Director assigns work in terms of very general instructions and spot-checks completed work for compliance with procedures and the nature and propriety of the final results.

Guidelines

Guidelines include city adopted special event management policies and procedures, health department regulations, city ordinances and city policies and procedures. These guidelines require judgment, selection and interpretation in application.

Complexity/Scope of Work

The work consists of varied marketing, design, and event based duties. Multiple demands and time constraints contribute to the complexity of the work. Successful performance contributes to the promotion of the city's brand image, events, programs and initiatives.

Personal Contacts

Contacts are typically with co-workers, vendors, event staff, graphic designers, photographers, advertisers, marketing professionals, volunteers, members of the media, entertainers, business owners and managers, sponsors, elected and appointed officials, the general public and state agencies.

Contacts are typically to give and exchange information, motivate persons, negotiate matters, solve problems and provide services.

Physical Demands/Work Environment

The work environment is typically performed while sitting at a desk or table while intermittently sitting, standing, stooping, bending, crouching or walking. The employee occasionally lifts light objects, climbs ladders, uses tools or equipment requiring a high degree of dexterity and distinguishes between shades of color and utilizes the sense of smell.

The work is typically performed in an offices and outdoors, occasionally in hot/cold or inclement weather. Several days a year the work is outside for long periods of time.

Supervisory and Management Responsibility

Responsible for the recruitment, training, management and direction of volunteers assigned to management based activities.

Minimum Qualifications

Knowledge and level of competency commonly associated with the completion of a baccalaureate degree in a course of study related to the communications, graphic design, marketing, information technology, economic development, or related field.

Experience sufficient to thoroughly understand the work of all subordinate positions, to be able to answer questions and resolve problems, usually associated with three (3) to five (5) years of experience or service.

Possession of or ability to readily obtain a valid driver's license issued by the State of Georgia.

Ability to successfully pass a background check and drug test.

Acknowledgement and Acceptance of Job Description

_____		_____	
Employee	Date	Department Head	Date
_____		_____	
City Clerk	Date	City Manager	Date