

City of Sugar Hill

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

Job Summary

This position is responsible for planning, coordinating, and executing all city-related publications, social media, and marketing efforts. The Communications & Marketing Coordinator will provide support to the Economic Development Director and city administration by developing methods and materials to promote city activities, services and events, assist city departments with communication needs and projects, and respond to media inquiries.

Major Duties

- Provide leadership and strategic direction for determining communication priorities and establish goals and objectives to ensure city communications are current, accurate, consistent, effective, and timely and promote a two-way flow of information with the public.
- Ensure appropriate dissemination of information from all city departments and services, as well as city-supported community groups as appropriate.
- Design, implement, coordinate, and maintain comprehensive strategic communication plan for effective dissemination of information to city council, staff and the public.
- Ensure that the city's key messages reach the intended audiences in a clear, concise and consistent manner.
- Develop and manage multimedia communications materials to meet current, emerging, and changing communication needs and work collaboratively with city staff.
- Create, maintain, monitor, and implement media content schedules and master calendar for multiple media platforms as well as special marketing initiatives.
- Establish informational materials designed to support city communications plan.
- Develop and coordinate official media strategies for city departments and elected officials by placing stories in media outlets, coordinating media requests and press releases and managing effective relationships with regional media sources.

- Monitor local, regional, and statewide media outlets as well as multiple social media platforms and appropriately respond to communications regarding the city and city operations.
- Responsible for creation of city advertising and communications content alongside the Creative Content Coordinator; Collaborative creation and strategic distribution of printed materials, digital marketing campaigns and email newsletters, websites and multiple social media outlets, and other media.
- Exercise independent judgment within broad policy guidelines; evaluate and analyze issues, and recommend and implement solutions; provide leadership, direction and guidance in strategies, policy development and priorities related to city communications. Manage workflow to meet deadlines.
- Compose communications on a wide variety of subjects requiring knowledge of city procedures and policies; create, edit and prepare correspondence, speeches, media articles, press releases, technical documents, information packets, special reports and other communications.
- Collaborative work with Creative Content Coordinator to develop and produce print, video, audio, and online communication materials to meet marketing needs. Assist in the collection of media (video, photography, audio, and other formats) related to city initiatives, projects, and events as needed.
- Engagement in the creative development of images, logos, flyers, videos, and other media to meet marketing needs and promote city departments, policies, projects, events, initiatives, and community engagement.
- Coordinate digital advertising strategy for dissemination of promotional email, e-newsletters, and digital publications; manages electronic files for digital advertisements.
- Responsible for maintaining city website content alongside Creative Content Coordinator to ensure information is relevant, accurate, and accessible.
- Establish metrics and conduct analysis of communication statistics, advertising impact, and month-to-month trends, and produce reports regularly and as requested.
- Guide and support promotion and marketing of city-sponsored events, initiatives, economic development projects, and other strategic goals.
- Assist in the recruitment of sponsors, vendors, and volunteers through support, communication, and management of information flow as appropriate.
- Apply for awards as needed and appropriate for city projects and initiatives.
- Provide staff assistance to city supported boards and community groups in the form of strategic planning support and meeting management. Serves as city staff representative and coordinator for city supported entities in balance with other Economic Development staff and as discussed with and assigned by Economic Development Director.
- Provide general assistance to Economic Development Director, other city leaders, and economic development team members.

- Performs other related duties as assigned.

Knowledge Required

- Knowledge of current principles, techniques, and objectives of marketing, public information, media relations and community relations programs. Legal, ethical and professional rules of conduct for public sector employees.
- Skill in communicating clearly and concisely, orally and in writing.
- Knowledge of all current social media platforms.
- Skill in analyzing and maintaining several social media platforms.
- Knowledge of graphic design principles and practices.
- Knowledge of computers and job-related software, including spreadsheets and databases.
- Skill in preparing reports and communicating information clearly and effectively.
- Skill in researching complex issues and forming appropriate opinions.
- Skill in managing and prioritizing multiple projects.
- Skill in establishing, nurturing and maintaining effective working relations with department heads, city employees, community organizations, state and regional agencies, elected and appointed officials, and the general public.

Supervisory Controls

This position is under the direct supervision of the Economic Development Director who assigns works 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 health department regulations and city ordinances and city policies and procedures. These guidelines require judgment, selection and interpretation in application.

Complexity/Scope of Work

The work consists of public information/marketing duties with support of city operations and community events. 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, as well as community and economic development.

Personal Contacts

Contacts are typically with co-workers, advertisers, marketing professionals, members of the media, business owners and managers, event staff, volunteers, vendors, entertainers, 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 offices and outdoors, occasionally in hot/cold or inclement weather and occasionally for long periods of time.

Supervisory and Management Responsibility

Manages city communications strategy and comprehensive communications plan to achieve strategic goals.

Informs the development and production of print, video, audio, online communication materials, and other media to meet marketing and communications goals.

Advises and guides the work of staff responsible for disseminating information as relative to communications projects, policies, and strategies.

Serves as City staff representative and coordinator for city supported entities in balance with other Economic Development staff and as discussed with and assigned by Economic Development Director. May manage elements of scheduling, structure, and functions of community groups supported.

Minimum Qualifications

Knowledge and level of competency commonly associated with the completion of a baccalaureate degree in a course of study related to the marketing and communications, public relations, economic development, public administration, planning, business or related field.

Experience sufficient to thoroughly understand and implement the work of the position and to be able to answer questions and resolve problems, usually associated with three (3) to five (5) years of experience or service or comparable combination of skills and education.

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.