

City of Sugar Hill

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

Job Summary

This position is responsible for executing all city-related branding, advertising and marketing under the Community & Economic Development Department scope. This position will lead and perform tasks in a wide range of marketing strategies to support the city's various programs, services and projects, including but not limited to developing and producing high-quality, informative and interesting press releases, press kits, sponsorship packets, advertisements and branded materials, all to support city services, upcoming and ongoing projects, and city-sponsored events.

Major Duties

- Implements various types of marketing strategies on a per-project basis including but not limited to relationship, keyword, outbound/inbound, SEO and content marketing.
- Collaborates with the Communications Coordinator in developing a strategic communications plan to support the department's mission, goals and objectives; promote economic growth in Sugar Hill, events, community groups, city assets such as parks, facilities, venues and more.
- Creates and executes comprehensive brand identity of the various arms and programs of the city (The Bowl, The Eagle, Downtown Sugar Hill, and departments of The City of Sugar Hill).
- Establish and evaluate a marketing strategy and plan by analyzing sales forecasts and conducting research to analyze market trends and customer behavior; interprets analytics for Google, Soofa, city websites and social media platforms; understands and implements strategies to improve SEO.
- Prepare reports analysis of email statistics, paid advertisements and month-to-month trends to support decision making.
- Coordinates print and digital promotional advertisements for all events, community groups, city parks, facilities, venues and programs in conjunction and with support of city Communications Coordinator.
- Creates relationships with contracted photographers, videographers, graphic designers and other professionals to implement departmental branding, marketing and advertising strategies which fall outside of the employee's scope of skills.
- Create campaign deliverables, objectives and timelines for major projects such as new branding rollouts, advertising campaigns, websites, and event season marketing.
- Maintain the city Shopify account; create and purchase new items, produce inventory and sales reports, oversee loyalty and rewards programs internally and externally.
- Regularly update promotional presentations and materials for city staff to utilize including but not limited to PowerPoint presentations, SWAG, brochures and more.
- Conducts daily media monitoring review. Works with staff to keep websites, monitors, and social media current with latest news and events.

- Maintain media lists and serve as a liaison between the city and media always maintaining professional relationships; seek out and research new sources of marketing and advertising opportunities and provide recommendations to leadership.
- Assists in the recruitment of event and city sponsors.
- Provides administrative and general assistance to Community & Economic Development Director, staff and other City leaders. Performs other related duties as assigned; assists other city departments and community partners in promoting relevant opportunities, programs and projects.

Knowledge Required

- Skill in writing and editing
- Skill in managing highly visible social media platforms and websites.
- Knowledge in content management systems, content-creation tools, graphic design principles and practices. Knowledge in Adobe Illustrator, InDesign, Mailchimp and WordPress is preferred.
- 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 preparing reports and communicating information clearly, effectively and concisely, orally and in writing.
- Skill in researching complex issues and forming appropriate opinions.
- Skill in managing and prioritizing multiple projects and meeting deadlines.
- Skill in motivating and coordinating the work of third-party consultants and part-time employees.
- Skill in establishing, nurturing and maintaining effective working relations with department heads, city employees, community organizations, state and regional agencies the general public.

Supervisory Controls

This position is under the direct supervision of the Community & Economic Development Director who assigns work in a task-oriented fashion and evaluates work based on efficiency, independence, competence, compliance with procedures and the nature and propriety of the results. The management skills and responsibilities necessary for this position warrants FLSA-exempt classification.

Guidelines

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

Complexity/Scope of Work

The work consists of varied marketing, branding, advertising and communication 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 by evaluation of tangible data and results.

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 office and outdoors, occasionally in hot/cold or inclement weather and occasionally for long periods of time.

Supervisory and Management Responsibility

Responsible for the management and direction of potential volunteers, interns, third party contractors and partners, and part-time staff assigned to specific job functions and projects.

Minimum Qualifications

Knowledge and level of competency commonly associated with the completion of a baccalaureate degree in a course of study related to marketing, advertising, public administration, digital media or a related field.

Experience sufficient to thoroughly understand the work of subordinate positions to be able to answer questions and resolve problems, usually associated with than one (1) 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.