



TOWN OF YOUNTVILLE JOB DESCRIPTION

MARKETING SPECIALIST

GENERAL PURPOSE

Under general supervision performs a variety of duties in relation to Marketing and Promotion of the Town of Yountville's services, events and programs. This includes driving awareness of our Town services and programs using computer software and online systems to inspire, inform and captivate users.

SUPERVISION RECEIVED

Works under the general supervision of the Parks and Recreation Supervisor/Manager and/or the Parks and Recreation Director.

SUPERVISION EXERCISED

May exercise supervision over contractors and vendors.

DISTINGUISHING CHARACTERISTICS

This position is responsible for marketing and outreach services including but not limited to conducting market research, developing creative marketing campaigns, content development and optimization, advertising events, liaise with external vendors to execute promotional events and campaigns, collaborate with marketing and other professionals for marketing efforts, planning and executing initiatives to reach our target audience through appropriate channels (Social Media, Email, Print), assist in analyzing marketing data.

EXAMPLES OF DUTIES

Duties can include but are not limited to the following:

- Developing graphics, logos and websites
- Advising team on strategies for reaching particular audiences
- Selecting colors, images, text styles and layout for marketing efforts
- Meeting with team to develop a scope for each project/request
- Presenting designs for feedback
- Incorporating changes as recommended
- Reviewing all designs for errors before printing or publishing
- Managing online social media accounts as assigned
- Coordinating and communicating with local media contacts and vendors

PERIPHERAL DUTIES

Establishes and maintains a cooperative working relationship with citizens, businesses, outside agencies and other employees; Maintains an organized online file system; Files all documents on Town of Yountville server; Operates a personal computer utilizing related software, email, calendars and other related equipment such as printers, scanners, and copy machines; Ensures all images, logos and fonts are used in accordance with copyright laws; In accordance with California state law, serves as designated emergency worker in the event of an emergency; May be required to work on weekends and/or evenings in support of special events and activities; May serve on various employee or other committees as assigned.

MINIMUM QUALIFICATIONS

Education and Experience:

- (A) Any combination of education and experience which demonstrates the knowledge and experience to perform the work.
- (B) Ability to provide examples of marketing projects showing graphic design, website design and social media presence completed within the past 12 months.

Necessary Knowledge, Skills and Abilities:

Ability to speak, read and write the English language; Prior graphic design experience; Ability to provide examples of prior website development, print media, and other graphic design projects; The ability to work independently and complete daily activities according to work schedule; Ability to establish effective working relationships with employees, supervisors, contractors and the public; Ability to be creative when assisting with the planning and implementation of marketing efforts; Proficiency in a variety of graphic design software including InDesign, Photoshop, Illustrator; Proficiency using a variety of website hosting platforms; Proficiency using a variety of online social media platforms; Excellent time management skills.

LICENSES/CERTIFICATES

- Submission and positive results of Livescan fingerprinting and background check.
- All required licenses and certificates must be current and valid as a condition of employment.

TOOLS AND EQUIPMENT USED

PC Computer.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions; while performing the duties of this job, the employee is regularly required to work many hours on a computer. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions; while performing the duties of this job.

SELECTION GUIDELINES

Formal application, rating of education and experience; oral interview and reference check; job related tests may be required; the duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position; The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

Approval: /s/ Steven R Rogers, Town Manager
Revision History: v1 Effective Date: 5/7/19