

CITY OF CEDAR RAPIDS POSITION PROFILE	JOB CODE #/TITLE: NB260 Marketing Coordinator
POSITION #/TITLE: 1431 Marketing Coordinator	Adopted: 06-99 Revised: 08-16

POSITION DESCRIPTION

Dept /Division: Parks & Recreation/Recreation	Manager Level: Non-Manager
Salary Plan/Description: NBU/Non-Bargaining Unit	Salary Grade: 06
Reports To Position #/Job Code #/JC Title: 2425/NB361/Parks & Recreation Director	Dotted-line Reports To Position #/Job Code #/JC Title:
FLSA Status: Non-Exempt	City Overtime Status (Employee Type): Non-Exempt (Exception Hourly)
Physical Demand Rating: Sedentary	Work Environment: Controlled
Pre-employment Testing: Drug and health screening after contingent offer.	Position Testing: Standard Word & Excel
Personal Protective Equipment: None	

General Statement of Duties

Assists with the development, implementation, and evaluation of comprehensive public relations and marketing programs for the Parks & Recreation Department.

Distinguishing Features of the Class

Some leeway is granted for the exercise of independent judgment and initiative. Supervision may be exercised over the work of volunteers and seasonal/hourly staff.

Examples of Essential Work (Illustrative Only)

Writes news releases and public service announcements promoting recreation, parks, and golf programs and services;
 Develops and designs flyers, brochures, newsletters, and other special projects to support department programs;
 Takes photographs and videotapes department events;
 Researches, develops, and writes proposals and reports on current and future public relations projects, equipment and needs;
 Maintains Parks & Recreation Department website;
 Meets and works with department staff to gather information for public relations projects;
 Corresponds by phone and in writing with organizations requesting public information;
 Creates displays and presentations in support of department programs;
 Assists with distributing information at health fairs, job fairs, and miscellaneous events;
 Writes messages for outdoor and electronic signs;
 Assists with planning and coordination of public relations efforts for department special events and community special events sponsored by the department;
 Assists with market and demographic research and analysis;
 Speaks to small community groups regarding department services and programs;
 Maintains files of photographs and newspaper clippings;
 Runs errands and distributes department publications to designated locations;

Performs all work duties and activities in accordance with City policies, procedures and safety practices;
Attends work regularly at the designated place and time;
Supports continuous process improvement initiatives;
Performs related work as required.

Required Knowledge and Abilities

Excellent oral and written communication skills;
Good organizational skills;
Knowledge in PageMaker, InDesign, FrontPage and Microsoft Word required;
Knowledge of Microsoft Excel, Microsoft PowerPoint and Adobe Illustrator preferred;
Experience working with the public;
Knowledge of public relations principles and functions;
Knowledge of photography;
Understanding of writing for the news media and creation writing;
Understanding of principles of design;
Ability to work independently and in group situations;
Ability to work cooperatively and to maintain effective working relationships to accomplish job responsibilities;
Ability to quickly learn and put to use new skills and knowledge brought about by rapidly changing information and/or technology;
Ingenuity and inventiveness in the performance of assigned tasks.

Acceptable Experience and Training

Graduation from an accredited college or university with a Bachelor's Degree in Marketing or related field; and
Some experience in public relations and/or marketing, preferably in recreation programs; or
Equivalent combination of experience and training which provides the knowledge and abilities necessary to perform the work.

Required Special Qualifications

None

Essential Physical Abilities

Requires the following, with or without reasonable accommodation:
Sufficient clarity of speech and hearing, which permits the employee to communicate effectively;
Sufficient vision, which permits the employee to review a wide variety of written correspondence, reports and related material;
Sufficient manual dexterity, which permits the employee to operate computerized equipment;
Sufficient personal mobility, which permits the employee to work throughout various locations, both indoors and outdoors.