



Position Title:	Marketing Outreach Specialist	Pay Grade:	NON.PB4.
Department:	Marketing & Communications	Bargaining Unit	NON
Employment Status:	Full-time	FLSA Status:	NON-Exempt
Revised Dates:	9/19; 1/17; 7/16 (rev.) :7/15 (reinstate)	W/C Code:	8810
Established Date:	10/99	EEO Category:	Professionals
Supervisory Work:	As assigned	EEO Code/Name:	0202 Public Admin Worker

Job Overview Summary:

This is responsible promotional and informational work planning, scheduling, and assisting in the development and execution of marketing and promotional services for community events and programs. Work requires considerable contact with external community members, vendors, employees, downtown merchants, and the public in general. Employees in this position are expected to be able to perform any and all work tasks and comply with any work schedules or attendance or duty requirements, which may be established by City or department rules. Work is reviewed by an administrative supervisor through conversation, observation and analysis of prepared materials.

Note: The following duties are illustrative and not exhaustive. 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. Depending on assigned area of responsibility, incumbents in the position may perform some or all of the activities described below.

Duties:

- Works primarily in the field with civic organizations, event organizers and the community-at-large in raising awareness about city programs, as well as supporting the community to reach their events-related goals.
- Acts as a City representative/ liaison in the downtown community between the local small businesses and the marketing personnel of the cultural arts organizations within the City, the Chamber of Commerce and the convention and visitors center.
- Assists with city marketing campaigns and promotions through distribution of materials, event participation and direct contact with citizens and visitors.
- Facilitates, organizes, prepares and logistically performs city informational booths at City events.
- Coordinates and distributes city marketing promotional brochures, materials and products for City departments to City facilities, hotels, conferences, and visitors and citizens.
- Coordinates programs with cultural, sporting and event related promoters for the development and placement of pole banners images; follows up with costs related to projects for billing purposes with department accountant; develops, plans, and coordinates all banner projects with other departments.
- Maintains, researches, compiles and updates the written information for the online City events calendar, the City events hotline and informational kiosk calendar poster units throughout the downtown; promotes cooperative relationships with other organizations and venues.
- Assists with City Marketing and department ceremonial duties including ribbon cutting ceremonies, gifts and presentations, press conferences, and visits from national and international dignitaries.
- Coordinates, conducts and facilitates historical, educational, city government and arts related tours for student groups, citizens and visitors; coordinates and facilitates City Hall and city familiarizing bus/ trolley tours.
- Corresponds with citizens and visitors preparing, compiling city informational packages, relocation materials and welcome packets promoting the City's vision; prepares and maintains display units, brochure racks, marketing materials, visuals, and banners.
- Prepares and maintains records and reports of activities.
- Develops, implements and maintains a promotional product inventory with fiscally minded product decisions; researches options, works with vendors, and merchandises products that represents the City image and marketing ideals.

- Speaks at City meetings promoting the City's vision and mission statement.
- Works closely with other city departments coordinating, developing and assisting with specific programs within the departments.
- Performs related work as assigned.

Minimum Qualifications:

Graduation from an accredited four-year college or university with major course work in marketing, communications or a related field with progressive marketing, event planning and community outreach experience.

Knowledge and Skills:

- Considerable knowledge of the practices of promotion and event coordination, including the skills needed to plan and convey information to the community.
- Knowledge of office methods and procedures and other related office equipment.
- Considerable ability to be able to communicate clearly, effectively and tactfully in person, or by other means, such as online, by phone or in writing, with the public.
- Ability to develop, implement, and maintain inventory control procedures, and effective financial and operating records and reports.
- Ability to establish and maintain effective working relationships with employees, community leaders, civic organization representatives, assigned personnel and the participating public, as necessitated by the work.

Required Responsibilities:

Successful demonstration of the following competencies are standard expectations for all City staff: *cultural competence, inclusivity, job knowledge, productivity, quality of work, adaptability/flexibility, communication, and customer focus*. Additional competencies are assigned based on the employee's job classification. Information about the required competencies including definitions can be found in the Core Competency Guide, a copy of which is located on the U: drive/Human Resource Info/Job Descriptions folders and on the intranet.

Necessary Special Requirements:

If assigned duties require the use of a personal motor vehicle, an automobile insurance policy that meets the minimum requirements of liability established by the State of Florida for property damage and personal injury coverage must be maintained.

Public Contact:

Contacts are an essential component of this position and are for the purpose of obtaining and furnishing information, providing interpretations, responding to complaints as assigned, and similar purposes. Work may involve considerable public contact and usually requires the incumbent to interact with the public, various City departments, and governmental agencies, as needed. Work requires an employee of this class to present oneself in a courteous, tactful, and effective manner.