



## City of Peoria HUMAN RESOURCES

### **Title:** Multimedia Marketing/Communications Specialist

**FLSA STATUS:** Exempt from overtime under Fair Labor Standards Act (FLSA).

#### **SUPERVISION RECEIVED AND EXERCISED:**

Direct report to Marketing/Communications Manager, but also receives direction from the Special Events and Arts Manager.

This is a non-supervisory job classification.

#### **MINIMUM QUALIFICATIONS**

- **Education:** Bachelor's degree in or related field or equivalent.
- **Experience:** Two or more years related experience, providing professional level graphic design, web, public information, media relations or marketing services required. Requires a working knowledge of specialized practices, equipment and procedures.
- **Licenses/Certifications/Special Requirements:** Valid driver's license

#### **PREFERRED/DESIRABLE QUALIFICATION(s):**

- Bachelor's degree in Public Relations, Marketing, Journalism, Graphic Design, Advertising or Mass Communications
- Experience in a municipal or government setting

#### **JOB SUMMARY**

The purpose of this position is to provide marketing support to the Office of Communications, with a focus on supporting Economic Development, Special Events and Arts. This is accomplished by providing professional-level graphic design, web, social media, public information, media relations and marketing services, including developing and implementing marketing campaigns. Other duties include supporting the Digital Media Manager, Web Content Administrator and Graphic Designer with projects and tasks.

The candidate should be a proficient writer and have a strong understanding of social media platforms, graphic design experience and basic knowledge of maintaining webpages. Strong knowledge of Adobe design software is required.



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### ESSENTIAL FUNCTIONS

Note: This information is intended to be descriptive of the key responsibilities of the position. The list of essential functions below does not identify all duties performed by any single incumbent in this position.

#		Essential Functions
1	S	Establishes working relationships within the Office of Communications, with an emphasis of providing service to Neighborhood Services and Parks, Recreation and Community Facilities and Economic Development Departments.
2	S	Creates original artwork and design of graphics, illustrations, drawings, lettering and photographs. Provides creative and graphics-related assistance for publicity campaigns and citywide projects.
3	S	Develops layout and design of forms, brochures, newsletters, manuals, reports, charts, novelty items, fliers, print advertisements, signage, letterhead, envelopes, business cards and displays.
4	L	Assists the Web Content Administrator with maintaining and developing webpages (with an emphasis on Neighborhood Services and Parks and Recreation Departments) and content for the city's internal and external websites. Programs and develops pages using the city's Content Management System (CMS) platform. Provides web assistance to other department's web editors as needed.
5	S	Writes and edits copy for print advertisements and media materials.
6	S	Assists Marketing and Communications Manager to coordinate and facilitate onsite media interviews, live shots, etc.
7	S	Works closely with vendors, including printers and advertising representatives.
8	S	Proof final drafts for copy and artwork before production.
9.	S	Create web graphics, optimizes photos for the web and overall design support for the web using the city's graphic standards.
10.	S	Works with the media by writing press releases, social media posts, responding to requests, coordinating and developing story ideas, and working with departments.



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### PHYSICAL DEMANDS AND WORK ENVIRONMENT:

<b>Physical strength for this position is indicated below with “X”</b>					
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.					
Sedentary	X	Light	Medium	Heavy	Very Heavy
Exerting up to 10 lbs. occasionally or negligible weights frequently; sitting most of the time.		Exerting up to 20 lbs. occasionally, 10 lbs. frequently, or negligible amounts constantly OR requires walking or standing to a significant degree.	Exerting 20-50 lbs. occasionally, 10-25 lbs. frequently, or up to 10 lbs. constantly.	Exerting 50-100 lbs. occasionally, 10-25 lbs. frequently, or up to 10-20 lbs. constantly.	Exerting over 100 lbs. occasionally, 50-100 lbs. frequently, or up to 20-50 lbs. constantly.

<b>Work Environment for this position is indicated below with “X”</b>				
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.				
Office	X	Outdoors	Vehicle	Office and Field/ Plant/ Warehouse
Position is typically office or administrative work and is not substantially exposed to adverse environmental conditions.		Incumbents may be subjected to extreme temperatures, wetness/humidity, respiratory hazards and noise and vibration.	Incumbents may be subjected to moving mechanical parts, vibrations, fumes, odors, dusts, poor ventilation, chemicals, oils, extreme temperatures, inadequate lighting, work space restrictions, intense noises and travel.	The work will occur in an office and field environment. While performing the duties and responsibilities the employee maybe exposed to loud noise, noxious odors, unsanitary conditions, chemicals, electricity, moving mechanical parts, varying weather conditions, and other related conditions and situations. Position is subject to atmospheric conditions: Fumes, odors, dust, mists, gases or poor ventilation

### MACHINES, TOOLS, EQUIPMENT, SOFTWARE, AND HARDWARE:

Computers, printers and related software. Proficiency in both PC and MAC platforms as well as experience with graphic design software such as Adobe InDesign, Illustrator, and Photoshop.

### PROTECTIVE EQUIPMENT REQUIRED:

None required.