



Title: Marketing Specialist

FLSA Status: Non Exempt

BRIEF DESCRIPTION:

The purpose of this position is to increase the public's awareness of city-sponsored special events, recreation programs, and facilities. This is accomplished by researching and writing content for press releases, the website, social media, and collateral material. The marketing specialist also will work closely with local media and community agencies for the purpose of program promotions, as well as the in-house graphic designer under the guidance of a Recreation Supervisor.

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. Additionally, please be aware of the legend below when referring to the physical demands of each essential function.

(S) Sedentary	(L) Light	(M) Medium	(H) Heavy	(V) 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.

#	Code	Essential Functions
1	S	Write and distribute marketing material by gathering information from recreation staff to promote events, programs, and facilities. Methods include: press releases; website; social media; newsletters; brochures; and advertisements.
2	S	Develop relationships with local media and community agencies. Makes contact with reporters to schedule interviews, fields questions from the media; and works closely with the school district to promote such initiatives.
3	S	Work with in-house graphic designer to develop collateral material and public information office for content.
4	L	May create and generate sponsorships as it relates to marketing
5	L	Performs related duties as assigned.



JOB REQUIREMENTS:

-Description of Minimum Job Requirements-	
Experience	One - two years of experience. Moderate previous experience required in the same or similar previous positions. The job requires a good working knowledge of common and uncommon techniques, methods, practices, procedures, use of forms, routines, etc., of a moderate to complex nature.
Education	Two year college program or equivalent combinations resulting in accumulation of similar knowledge or skills.
Technical Skills	Basic: Work requires the use of standard, routine technical skills appropriate to the work environment of the organization.
Physical Demands	Work requires light or low amount of physical exertion. The job requirements for manual dexterity or physical manipulation are limited. The need for physical stamina and endurance is of minimal or low significance. The degree of physical strain produced on the job is somewhat taxing, but does not usually produce fatigue and require periods of rest. Freedom of movement exists, and the job does not confine the employee to a prescribed body posture. Body movement usually involves sitting and intermittent walking.
Contacts	Contacts are necessary to perform the job as work involves internal and external contacts for the purpose of explaining routine and non-routine business matters including how information was collected or processed or to correct a breakdown in the flow of information. Contacts are frequently with other departments. Work involves infrequent contact with people who are upset, uncooperative or have difficulty communicating their requirements and/or an infrequent requirement to communicate information that people do not want to hear to find upsetting.
Responsibility	The job requires the provision of guidance and training to others. The job does not have formal or official supervisory responsibilities. The job does not perform a personnel function, supervise the employees or handle non-work problems.
Accountability	Decision/action situations have a limited impact on the organization. Errors are usually detected by the organization. Errors are usually detected by a systematic verification and review. Errors may result in some work flow disruption, repetition of work or have limited impact on resources within a department.
Environmental	No adverse environmental conditions, pleasant surroundings.
Safety	Work involves few, if any, duties that if incorrectly performed could present a safety risk to others.
Reading	Advanced - Ability to read literature, books, reviews, scientific or technical journals, abstracts, financial reports, and/or legal documents. Ordinarily, such education is obtained in at the college level or above. However, it may be obtained from experience and self-study.
Math	Intermediate - Ability to deal with system of real numbers; practical application of fractions, percentages, ratios/proportions and measurement. Ordinarily, such education is obtained in high school up to college. However, it may be obtained from experience and self-study.
Writing	Advanced - Ability to write editorials, journals, speeches, manuals, or critiques. Ordinarily, such education is obtained in at the college level or above. However, it may be obtained from experience and self-study.
Certification & Other Requirements	Valid Arizona Class "D" driver's license.



OVERALL PHYSICAL STRENGTH DEMANDS:

-Physical strength for this position is indicated below with "X"-					
Sedentary	Light	X	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.	X	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.

PHYSICAL DEMANDS:

C Continuously <small>2/3 or more of the time.</small>	F Frequently <small>From 1/3 to 2/3 of the time.</small>	O Occasionally <small>Up to 1/3 of the time.</small>	R Rarely <small>Less than 1 hour per week.</small>	N Never <small>Never occurs.</small>
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Note: This is intended as a description of the way the job is currently performed. It does not address the potential for accommodation.

-Physical Demand-	-Frequency-	-Brief Description-
Standing	O	Observing work site, observing work duties, communicating with co-workers
Sitting	F	Desk work, meetings, driving
Walking	O	To other departments/offices, around work site
Lifting	O	Supplies, files
Carrying	O	Supplies, files
Pushing/Pulling	O	File drawers, tables and chairs
Reaching	O	For supplies, for files
Handling	O	Bag inspection, Paperwork
Fine Dexterity	F	Computer keyboard, telephone keypad, calculator
Kneeling	R	Filing in lower drawers, retrieving items from lower shelves/ground
Crouching	R	Filing in lower drawers, retrieving items from lower shelves/ground
Crawling	R	Under equipment
Bending	O	Filing in lower drawers, retrieving items from lower shelves/ground
Twisting	O	From computer to telephone
Climbing	O	Stairs, step stools
Balancing	R	On step stools
Vision	C	Reading, computer screen, driving
Hearing	C	Communicating via telephone/radio, to co-workers/public
Talking	F	Communicating via telephone/radio, to co-workers/public
Foot Controls	F	Driving
Other (specified if applicable)		



MACHINES, TOOLS, EQUIPMENT, SOFTWARE, AND HARDWARE:

Ticket Scanner

ENVIRONMENTAL FACTORS:

C Continuously	F Frequently	O Occasionally	R Rarely	N Never
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D Daily	W Several Times Per Week	M Several Times Per Month	S Seasonally	N Never
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-Health and Safety Factors-	
Mechanical Hazards	R
Chemical Hazards	N
Electrical Hazards	R
Fire Hazards	N
Explosives	N
Communicable Diseases	N
Physical Danger or Abuse	N
Other	

-Environmental Factors-	
Respiratory Hazards	N
Extreme Temperatures	S
Noise and Vibration	S
Wetness/Humidity	S
Physical Hazards	N

PROTECTIVE EQUIPMENT REQUIRED:

None

NON-PHYSICAL DEMANDS:

F Frequently From 1/3 to 2/3 of the time	O Occasionally Up to 1/3 of the time	R Rarely Less than 1 hour per week	N Never Never occurs
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-Description of Non-Physical Demands-	-Frequency-
Time Pressure	O
Emergency Situation	N
Frequent Change of Tasks	O
Irregular Work Schedule/Overtime	O
Performing Multiple Tasks Simultaneously	F
Working Closely with Others as Part of a Team	F
Tedious or Exacting Work	O
Noisy/Distracting Environment	O
Other	

PRIMARY WORK LOCATION:

Office Environment	X	Vehicle	
Warehouse		Outdoors	
Shop		Stadium/Sports Complex	
Recreation/Neighborhood Center			