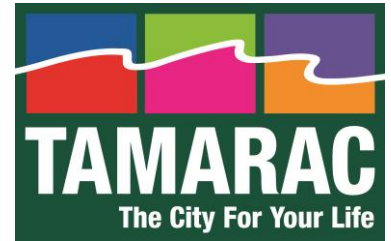


VACANCY: **Marketing Specialist**  
DAYS: **Monday - Friday**  
SALARY: **\$48,405-\$81,576**  
JOB ANNOUNCEMENT#: **1184**  
POSITION#: **21417**  
RANGE: **9/214**  
DATE POSTED: **September 1, 2017**



---

## **GENERAL STATEMENT OF JOB**

Under general supervision, supports the marketing and promotion of City programs and services and the provision of information to the Tamarac community. Develops marketing plans and implements innovative marketing strategies to promote the City's image and initiatives. Reports to the Public Information and Media Specialist.

## **ESSENTIAL JOB FUNCTIONS**

- Assists in the planning and development of marketing and branding strategies. Analyzes data to help shape future marketing and branding strategies.
- Strengthens the City's brand and engages the community on social media, websites and other venues by producing/writing clear, accurate, creative and compelling communications and feature stories for targeted demographics.
- Manages and monitors the day-to-day execution of social media messaging, website content and other outreach efforts.
- Researches emerging communication tools, makes recommendations, and develops strategies to best utilize City selected tools; leverages a range of communication tools—with a focus on social media – to grow brand and market awareness.
- Oversees execution of the City's advertising program.
- Proofreads materials produced for quality, content, image and accuracy.
- Builds, manages and executes a robust social media content calendar that raises awareness of, and fosters engagement with, the City's initiatives. Monitors trends in social media tools and applications and responds to social media inquiries in a timely and courteous manner.
- Supports the coordination of photographic opportunities and takes photographs as required. Videotapes projects and continually updates/maintains video library.
- Advises the Public Information & Media Specialist regarding public information, communication and marketing strategies. Serves as liaison to various agencies to help promote the City and its community partners.
- Assists in developing and managing social media campaigns to address specific goals and initiatives.
- Effectively meets deadlines and successfully manages multiple priorities in a demanding work environment. Makes recommendations to improve processes and efficiency.
- Utilizes specialized graphic editing, desktop publishing, and word processing software including, Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Adobe Acrobat Professional, and Microsoft Office and Outlook.
- Assists in the design, layout and creation of graphics for publication.
- Actively contributes to the development of an annual plan to market City services.
- Utilizes specialized video editing, graphic editing, desktop publishing and word processing software including Adobe Photoshop, Microsoft Office, Publisher and Outlook.
- Interacts and communicates with a variety of groups and individuals including the City's elected officials, City management/department heads and employees, other city, county, state and federal officials and their staff, community organizations, vendors and sales representatives, attorneys, the news media, and the general public.

## **ADDITIONAL JOB FUNCTIONS**

Attends evening, weekend and holiday events as necessary. May represent the Public Information Office at emergency events and/or the City's Emergency Operations Center (EOC). Drives a City vehicle when required. Performs other related duties as required.

Performs related work as required.

## **MINIMUM TRAINING AND EXPERIENCE**

Requires a bachelor's degree from an accredited college or university with major course work in marketing, public relations, communication, journalism or a related field, supplemented by four (4) years of progressive experience in implementing marketing strategies, communications, public relations and varied media projects. Strong experience in social media preferred. Must possess and maintain a valid Florida driver's license. Superior writing skills and a strong attention to detail required, as is familiarity with AP Stylebook. Must be a strong proofreader.

NOTE: Must complete basic level of NIMS coursework within the first year of employment.

**NOTE:** Job description, minimum qualifications, and the standards required to perform the essential functions are detailed in the official job description. The City of Tamarac is a drug-free workplace. All applicants must pass a pre-employment drug screening prior to appointment. An eligible veteran or spouse of veteran shall receive preference in the selection process as provided for in the Florida Statutes. To obtain veteran's preference, a candidate **MUST** submit a copy of a DD-214, Certificate of Discharge, or Statement of Eligibility with their application.

**FIRST REVIEW: September 18, 2017. Subject to closing at that time, or when sufficient number of applications are received.**

**APPROVED BY:** \_\_\_\_\_

**DATE:** \_\_\_\_\_