

MARKETING ASSISTANT

JOB DESCRIPTION

Classification Responsibilities: *Communications Assignment:* A Mesa Arts Center Marketing Assistant assists with development and copywriting of all communications, advertising, and promotional materials (brochures, newsletters, ads, displays, website, press releases, etc.); coordinates and monitors the implementation of marketing activities, projects, and schedules within budget; administers websites; coordinates e-marketing efforts; works public relations events and community relations activities; maintains and manages marketing-related archives and files; maintains events calendar and event information; updates media database; and performs related duties as required. *Education Assignment:* A Mesa Arts Center Marketing Assistant is responsible for a variety of administrative tasks related to the Mesa Arts Center arts education outreach program including, but not limited to, program implementation, database management, outreach, delivery and interaction with program staff, teachers, and volunteers; and performs related duties as required. This classification may also partner with other staff and/or programs within the Arts and Culture Department, other City departments, and outside agencies as appropriate, for the purpose of implementing and executing educational programming.

Distinguishing Features: This classification has been designated as a non-classified, non-merit system, at-will position (*Grant-Funded Assignment*). Work is subject to irregular hours (evenings, weekends, and holidays), sometimes on short notice, as part of the standard work schedule. This class is FLSA nonexempt.

QUALIFICATIONS

Employee Values: All employees of the City of Mesa are expected to uphold and exhibit the City's shared employee values of Knowledge, Respect, and Integrity.

Minimum Qualifications Required. Any combination of training, education, and experience equivalent to graduation from an accredited college or university with a Bachelor's Degree in Marketing, Communications, or in a closely related field. Good (1 - 3 years) experience involving marketing, and/or public relations.

Special Requirement. Must possess a valid Arizona Driver's License by hire date.

Substance Abuse Testing. None.

Preferred/Desirable Qualifications. Experience in marketing, public relations, media administration, arts and entertainment, or digital marketing is highly desirable.

ESSENTIAL FUNCTIONS

One position may not include all of the essential functions, knowledge and abilities listed, nor do the listed examples include all the knowledge and abilities which may be found in positions of this classification.

Communication: Interacts with the general public, business establishments, community groups, vendors, artists, public officials, and City employees regarding Mesa Arts Center programs. Writes

copy for brochures, newsletters, ads, press releases, etc., with clearly organized thoughts using proper sentence construction, punctuation, and grammar, in order to properly communicate the needs of venue, artist, and City. Instructs and/or trains contracted teachers and teacher aides, and volunteers. Prepares evaluations and periodic reports. Maintains statistics and any other necessary records to justify and support programs. Maintains timely communications with constituents and patrons.

Manual/Physical: Operates a motor vehicle requiring a valid Arizona Driver's License to travel to various locations to give presentations and attend meetings. Reviews work products to ensure compliance with standard operating procedures, federal regulations such as the Americans with Disabilities Act (ADA), and other standards/guidelines of the Arts and Culture Department and the Mesa Arts Center. Monitors and/or evaluates information and work-related conditions to determine compliance with prescribed operating standards. Enters data or information into a personal computer and Personal Digital Assistant (PDA). Prepares and/or updates schedules, graphs, or charts to provide marketing information. Sorts, files, and distributes mail and products (brochures and newsletters). Performs physical inventories of supplies and equipment related to assigned area(s). Cleans work area and maintains related equipment. Reviews the work of students and assistants to facilitate growth of students involved in arts education programs and activities. Uses equipment and hand tools common to arts education. Researches and compiles ideas, materials, equipment, and techniques related to arts education programs.

Mental: Prioritizes own work. Resolves procedural, operational, and/or other work-related problems by working with other campus staff. Coordinates work activities and program functions with other City departments. Understands drawings, photos, layouts, and/or other visual aids in order to draft communication materials. Learns job-related material in a classroom setting. Prioritizes and assigns work to, and supervises the work of contracted artists and volunteers. Coordinates program activities, outreach activities, workshops, and special events with City employees, students, the local arts community, schools, businesses, and the general public. Implements interesting and innovative projects and arts outreach programs. Conducts research into program areas.

Knowledge/Skills/Abilities:

Knowledge of:

the general theories and principles and practices of marketing, public relations, public information, and basic communication techniques;
advertising, publicity, and promotions practices;
style guidelines for drafting press releases and publications;
techniques of publication preparation, and design for brochures, displays, and visual aids;
terminology used by various media;
research methods and techniques;
principles and practices of composing and editing information material;
graphic design and layout;
basic work software such as Word, PowerPoint, and Excel;
design programs such as Photoshop and Illustrator;
database management systems, software, and protocols;
social media experience such as Facebook, Instagram, Twitter, blogs;
program evaluation and student assessment methods; and
planning and organizing instructional programs.

Skill in:

effectively communicating with the general public, younger and older populations;
use of English language; and
organization and project management.

Ability to:

establish and maintain effective working relationships with coworkers, City management, media personnel, and the general public;
draft marketing and promotional materials;
write creatively;
present information clearly and in an interesting manner, both verbally and in writing;
attend community meetings, and events to promote Mesa Arts Center programs;
interact tactfully and courteously with the public;
operate computerized informational databases for tracking programs and related information;
keep accurate records and prepare reports;
understand and respect community standards as related to the arts and education;
understand the community in relation to its arts education needs; and
communicate effectively with employees and volunteers having varied educational backgrounds and values.

The duties listed above are intended only as general illustrations of the various types of work that may be performed. Specific statements of duties not included does not exclude them from the position if the work is similar, related, or a logical assignment to the position. Job descriptions are subject to change by the City as the needs of the City and requirements of the job change.

Revised 12/16

PN/aa/js

CS3996.DOCX

CS4109 (Grant-Funded)

CS4403 (Part-Time, Non-Benefited, Grant-Funded)

EEO-Para

JOB FCTN-ADM

INCREMENTS 49-200

PAY GRADE: 44

PAY GRADE: 44

PAY GRADE: 44

IND-8810

SWORN-No