

MARKETING ASSISTANT

JOB DESCRIPTION

Classification Responsibilities: A Marketing Assistant is responsible for assisting with the development and implementation of marketing content and activities for an assignment. This class performs related duties as required.

Arts and Culture Assignment(s):

Arizona Museum of Natural History Assignment: An Arizona Museum of Natural History 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; all social media sites; 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. In addition, the Marketing Assistant is responsible for a variety of administrative tasks related to the Arizona Museum of Natural History education department including, but not limited to, program implementation; database management; outreach; photography of events and programs; 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.

Mesa Arts Center Assignment: A Mesa Arts Center Marketing Assistant plans, generates, and places content for social media and Google AdWords campaigns and manages the online community; assists with development and copywriting of all communications, advertising, and promotional materials (brochures, newsletters, ads, displays, website, press releases, email, etc.); coordinates and monitors the implementation of marketing activities, projects, and schedules within budget; supports photo and video editing efforts; administers websites; supports 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; and performs related duties as required.

i.d.e.a Museum Assignment: The i.d.e.a Museum Marketing Assistant is responsible for developing and writing inspirational stories about the museum which may include research, interviewing members, donors, sponsors or educational experts; creating/curating dynamic social media content, which may include filming/editing short videos and managing comments and reviews; taking photos of members and visitors of the museum for use in promotional materials; assisting with museum surveys; compiling content for communications messages; and drafting/editing marketing materials, including advertisements, related to growing members, visitors, donors and sponsors. Employees in this assignment 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 marketing programs.

Economic Development Assignment(s):

Marketing & Business Development Assignment: The Marketing Assistant in this assignment creates, curates, and maintains social media content; creates and distributes bimonthly and quarterly department newsletters; coordinates event registration and travel for marketing and business development staff; captures, collects, and edits digital content (photos, videos, audio, etc.); manages digital content files; manages and reconciles procurement card accounts; plans, prepares, and supports department events; updates and manages departmental websites; assists with tenant invoice billing; reviews and presents quarterly social media analytics; maintains online marketing and business development events calendar; conducts routine inventory of promotional items and marketing collateral and reorders supplies; and creates and manages online departmental forms. Employees in this assignment may also partner with other staff and/or programs within the Economic Development department, other City departments, and outside agencies as directed for the purpose of supporting the department's marketing and business development strategy.

Mesa Fire and Medical (MFMD) Assignment(s):

Public Information Office (PIO) Assignment: An MFMD Marketing Assistant assists with the development and copywriting of communications, advertising, and promotional materials; assists with marketing special projects/events; and assists with the planning and coordination of projects/events. This classification may also partner with other staff and/or programs within MFMD, other City departments, and outside agencies for the purpose of departmental communications, marketing, and outreach programming. Duties also include: creating/curating social media content, which may include taking photos, filming/editing short videos, managing comments and messages, and assisting with social media reports; and administering the department website which includes developing content, coordinating regular updates, maintaining the online calendar, overseeing creation and management of online forms, and reviewing website reports to inform and guide website changes. The Marketing Assistant also serves as the department lead for the MFMD intranet/SharePoint by collaborating with Fire divisions on their content and organizing, publishing, and editing the content and managing permission levels. The position trains division editors in design standards/content development and serves as the liaison on the Citywide team. The Marketing Assistant assists with providing internal and external communications including department-wide and retiree emails such as announcements, updates, highlights of appreciation, etc. The position is also responsible for managing the FireInfo and FireWire general email boxes which include responding to a variety of public and internal inquiries. In addition to primary marketing duties, the Marketing Assistant is responsible for a variety of administrative tasks such as: coordinating conference registration and travel arrangements; processing invoices; placing orders and monitoring division expenditures, capital, and other purchases; keeping budget records and providing accurate reports; serving as the division procurement card holder; submitting service work tickets; and assisting with archives and file management for photos/videos and online accounts as needed.

Distinguishing Features: Employees in this class may be assigned to work irregular hours (evenings, weekends, and holidays), sometimes on short notice, as part of the standard work schedule, depending on the assignment. This class is FLSA nonexempt. Grant-funded classification assignments in the Arts and Culture Department are designated as non-classified, non-merit system, at-will positions.

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 closely related field. Good (1 - 3 years) experience involving marketing and/or public relations.

Special Requirement. Must possess a valid Class D Arizona Driver's License by hire or promotion date.

Substance Abuse Testing. None.

Preferred/Desirable Qualifications. Experience in marketing, public relations, social media, media administration, arts and entertainment, or digital marketing is highly desirable. For the *Arizona Museum of Natural History Assignment*: knowledge of natural history is preferred.

ESSENTIAL FUNCTIONS

The essential functions, knowledge, and abilities listed below may not apply to all assignments within this classification.

Communication: Interacts with various individuals/entities (*depending on assignment*) which may include but not be limited to the general public, business establishments, community groups, vendors, artists, public officials, and City employees regarding Mesa Arts Center, Arizona Museum of Natural History, and i.d.e.a. Museum programs. Creates written content for brochures, newsletters, ads, press releases, etc., with clearly organized thoughts using proper sentence construction, punctuation, tone of voice, and grammar, to properly communicate the needs of the venue, artist, and/or City.

Manual/Physical: Operates a motor vehicle requiring a valid Class D Arizona Driver's License to travel to various locations for purposes of participating in presentations and attending 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 assigned department. Monitors and/or evaluates information and work-related conditions to determine compliance with prescribed operating standards. Enters data or information into a personal computer. 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.

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.

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; and
social media experience such as Facebook, Instagram, Twitter, blogs.

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 (*depending on assignment*) MFMD, Mesa Arts Center, Arizona Museum of Natural History, or i.d.e.a Museum programs;
interact tactfully and courteously with the public;
operate computerized informational databases for tracking programs and related information;
keep accurate records and prepare reports; 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 4/26

KK/js/ah

CS3996.DOCX

CS4109 (Grant-funded)

CS4403 (Part-time, Non-benefited, Grant-funded)

EEO-Para

JOB FCTN-ADM

Non-DOT Safety and Security-N

CDL-N

RESP-N

PAY GRADE: 47

PAY GRADE: 47

PAY GRADE: 47

IND-8810

SWORN-No

Non-DOT Random-N

DOT-N

INCREMENTS-80