

CMCC MARKETING COORDINATOR

Position Code:

WC Code:

FLSA Status: Non-Exempt

Pay Grade: 350

Location: Parks & Recreation/CMCC

Approval Date: 2019

General Description of Duties

This position is responsible for coordinating, implementing and managing the marketing, promotion and sponsorship of programs and services of the Charles Mack Citizen Center (CMCC) to include CMCC programs taking place at the Mooresville Graded School District Performing Arts Center.

Distinguishing Features of the Class

This position performs responsible professional work providing marketing and promotion of programs and services of the CMCC through various methods and media, including significant promotion as a revenue-producing facility. Additionally, this position develops, implements and administers a sponsorship program aimed at businesses that wish to gain further community exposure.

Job Duties & Responsibilities

Writes, implements and monitors progress of CMCC marketing plan.

Effectively markets and promotes CMCC programs, activities, special events, facilities, etc. through various methods of the profession.

Creates, edits and/or produces brochures, flyers, newsletters, posters and advertisements; coordinates printing when needed.

Plans and manages social media usage for marketing and promotion of the CMCC.

Develops and markets a comprehensive sponsorship program and secures sponsorship dollars and in-kind services to offset identified programs and services costs.

Manages distribution of marketing materials into the community.

Coordinates with the Public Information Office the release of PSA's, news releases, videos, etc.

Evaluates customer satisfaction through survey design, data collection, research and analysis.

Coordinates CMCC's presence on the web by working with other Town employees.

Assists with special events, programs and special projects as needed.

Develops and administers promotion and publicity budget.

Acquires CMCC photos and maintains photo library.

Coordinates and/or attends community outreach events as a CMCC representative.

Ensures that assigned web pages are accurate, timely and complete.

Writes article submissions and award submissions for industry publications.

Develops policies and procedures related to CMCC marketing and promotion.

Supervises marketing staff.

Performs other job-related tasks and required.

Recruitment and Selection Guidelines

Knowledge, Skills & Abilities

Thorough knowledge of the principles and practices associated with marketing and public relations, to include social media platforms

Thorough knowledge of personal computers and graphic design software and systems

Thorough knowledge of Internet and web design

Knowledge of the CMCC's objectives, procedures, policies, programs, services, events and facilities

Thorough knowledge of research and analysis methods and techniques

Ability to communicate ideas effectively both orally and in writing

Ability to establish and maintain effective working relationships with others

Ability to prepare complex records and reports

Ability to respond effectively to sensitive inquiries or complaints

Demonstrated comfort and competence in making presentations or announcements to large groups

Ability to identify appropriate businesses, individuals or services for sponsorship of programs and services, and meet sponsorship goals set with supervisor

Ability to work without direct supervision in a network of divisions and departments

Physical Requirements

Must be able to perform the basic life operational functions of climbing, balancing, kneeling, stooping, crouching, reaching, standing, walking, pulling, pushing, lifting, grasping, talking and hearing. Must be able to perform sedentary work, exerting up to 25 pounds of force occasionally; and/or a negligible amount of force constantly to move objects. Must possess the visual acuity to prepare and analyze data, extensive reading and visual inspections to determine accuracy, neatness and thoroughness of work performed.

Minimum Education and Experience

Bachelor's degree from an accredited college or university in Marketing, Communications, Public Relations or a closely related field and three to five years of progressive experience in marketing, public relations, graphic design, media relations or any equivalent combination of experience and training. Experience in marketing revenue-producing facilities is preferred. Experience seeking and securing sponsorships is also preferred.

Special Requirements

Possession of a valid North Carolina driver's license or ability to obtain one within 30 days