



## Grand Traverse County, MI Job Description

### Marketing and Communication Specialist

#### GENERAL SUMMARY

The Marketing and Communications Specialist is responsible for drafting and communicating Grand Traverse County's mission, goals, and strategies at the direction of the County Administrator. The person who will excel in this role is a critical thinker who can examine current practices and process, conduct marketing research, and implement marketing process to improve communication and efficiency.

This position is responsible for implementing marketing, external and internal communications while following County policies and procedures.

Employees must meet the minimum requirements and conditions of employment and successfully perform all essential duties and responsibilities with or without reasonable accommodations.

This position may require irregular hours. This position may require travel by the employee in the employee's vehicle.

#### PRIMARY DUTIES AND RESPONSIBILITIES (may include but are not limited to the following)

- Acts as an initial point of contact between the County Administrator, media, employees, and community groups, businesses, and the community.
- Assist the County Administrator in drafting marketing and communications recommendations to County leadership. Prepare and execute marketing and communications plans.
- Use and edit digital resources such as the County website and various social media platforms to disseminate information related to Grand Traverse County's services, programs, and events.
- Develop a communications strategy and content for the County's social media presence.
- Responsible for scheduling social media content and working with department to cross-promote County services.
- Oversees the marketing aspects of the Grand Traverse County website to ensure all pages meet brand guidelines and communicate effectively with the public.
- Assist the County Administrator on all media relations and outreach efforts on behalf of the County, including developing strategies for media inquiry responses and authoring press releases and statements.
- Assist with developing and preparing resolutions, letters, internal messages, articles, bulletins, talking points, and other communications materials for Grand Traverse County and the County Administrator.
- Work on other special projects related to communications at the direction of the County Administrator.

#### EDUCATION, FORMAL TRAINING, AND EXPERIENCE (minimum requirements)

- Education requirements include an associate degree or equivalent in Marketing, Public Relations, Communications or other related field.

- A minimum of two years of related experience. Skilled writer, editor with experience using digital and social media techniques; writing, reporting, and editing news or press releases; engaged in public relations and public meetings and forums.

#### CERTIFICATIONS, LICENSES

- A valid driver's license and vehicle insurance and maintain ability to drive per the County's Vehicle Policy

#### CONDITIONS OF EMPLOYMENT

(minimum requirements - legal or contractual pre-employment obligations and/or requirements, such as drug testing, background check, etc.)

A background check may be required initially and periodically for an individual hired, transferred, reclassified, promoted, or currently working in this job. Appointment to or continued employment in this job is contingent upon a satisfactory background check. Which may include but is not limited to confirmation of a persons' identity; review of criminal conviction records; verification of educational degree, license, or certificate required for the position; review of Department of Motor Vehicles records; Department of Justice fingerprint scan; and/or drug and alcohol testing as required and allowable by law. A satisfactory background check is the absence of a criminal history record, which bears a demonstrable relationship to the applicant or employee's suitability to perform the required duties and responsibilities of the position.

#### PHYSICAL DEMANDS, WORK ENVIRONMENT, AND OTHER REQUIREMENTS

The physical demands and work environment characteristics described here are representative of those an employee encounters while performing the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to communicate in person and by telephone, read regular and small print, view, and produce written and electronic documents, and enter data on a computer keyboard with repetitive keystrokes. The employee must be mobile in an office and field setting; be able to stand, sit, stoop, and kneel; use hands to finger, handle, or feel and reach with hands and arms. The employee must lift and/or move items of moderate to heavy weight.

The typical work environment is an office setting where the noise level is moderate and, sometimes, loud, but may be exposed to outdoor weather conditions.

**KNOWLEDGE, SKILLS, ABILITIES, COMPETENCIES** (minimum requirements)

- Demonstrate marketing and communications techniques and principals.
- Skill using office equipment and technology, including computers, software, and new systems, as may be required.
- Ability to capture and edit video content to visually tell a story and promote the County's services and departments.
- Ability to perform extensive research, compile complex data, and prepare accurate records and reports.
- Ability to establish effective working internal and external relationships; ability to demonstrate the use of good judgment, initiative, and resourcefulness when working with the public, business community interests, elected officials, fellow employees, professional contacts, and more.
- Some experience with leadership, board, and committee interactions desired.
- Ability to analyze and assess situations, solve routine problems, manage multiple projects, maintain confidentiality, and work effectively under stress, within deadlines and changing in work priorities.
- Ability to use County resources effectively and efficiently. In addition to the above requirements, all positions necessitate the ability to read, write, speak, and understand the English language, as necessary for the position.
- The ability to follow written and oral instructions and the ability to interact positively with other employees and the public.
- Employees need to possess and maintain a record of orderly, law-abiding citizenship, sobriety, integrity, and loyalty, because they pertain to and reflect upon their employment.
- Employees must be physically and mentally able to perform the essential duties of their position without excessive absences.