

Marketing and Events Specialist

GENERAL SUMMARY

The Senior Center Marketing and Events Specialist is primarily responsible for developing and implementing event marketing strategies and promotion both external and internal for older adults in Grand Traverse County's Senior Center Network. This position requires administrative, project management, supervisory (volunteers) and professional work in a busy, fast paced, distracted work environment.

The Senior Center Marketing and Events Specialist must have both technical office skills, desktop publishing, soft social skills, and a professional approach to interact effectively and efficiently with older adult clients, fellow staff, the public, and board members.

This position requires flexibility, as it may include evening and weekend hours. This is a hands-on position, interacting daily with senior citizens, the business community, and the public. 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)

- Oversees the marketing aspects of the Senior Center Network website to ensure all pages are updated and communicate effectively with the public.
- Prepares network newsletter and works with staff on newsletter submission, flyers to promote activities, events, and programs. Develops promotional literature for senior programs and prepares weekly or other news or press releases.
- Use and edit digital resources such as the Senior Center Network website and various social media platforms to disseminate information related to services, programs, and events.
- Assist the Senior Center Director on all media relations and outreach efforts with community partners on behalf of the Senior Center Network.
- Assist with developing and preparing resolutions, letters, internal messages, articles, bulletins, talking points, and other communications materials for Senior Center Network
- Keeps abreast of trends in programming, and with speakers. Exhibits creativity in conceiving innovative programs and services within budget constraints. Secures and interacts regularly with instructors and vendors to provide programs, classes, events, and services, following County approved procedures.
- Participate in programs, meetings, events, workshops, and/or conferences, as appropriate to position.
- Other duties as assigned by the Senior Center Director to ensure quality services are provided to the seniors and the community.

EDUCATION, FORMAL TRAINING, AND EXPERIENCE (minimum requirements)

- Education requirements include an associate degree or equivalent in Marketing, Public Relations, communications, or another 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 principles.
- 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 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.