



City of Denton Job Description

Title: Marketing and Outreach Coordinator
Position ID: GP3113-106001
Department/Division: Public Affairs and IGR
Reports to: Deputy Director of Public Affairs/PIO
FLSA Designation: Exempt
Safety Sensitive: No
DOT: No

Definition: Responsible for coordinating City communications, public information, and marketing projects for City departments, including production and development of print and digital media as well as attending public meetings and special events, in manner that promotes a positive and consistent image of the City, that is in line with the goals and values of the City of Denton goals and objectives and the City's strategic plan.

Essential Functions:

- Serves as communications, marketing, and public information, and outreach consultant for City departments
- Serves as project lead on assigned departmental communications projects and campaigns
- Researches, plans, writes, edits, and proofreads copy for official City communications, including both internal and external communications
- Writes engaging and informative copy for press releases and newsletters, and other advertising, informational, and instructional pieces with considerable professional skill and meeting City organizational standards for writing, style, and grammar
- Coordinates and assists with creating public education and marketing plans and materials for the City departments, working with departmental staff to ensure delivery of effective educational, informational, and/or instructional pieces
- Creates and implements production schedule for multi-media public information campaigns within budget
- Assists with design development and creation of print and digital communications such as calendars, brochures, posters, fliers, and advertisements within production deadlines
- Assists staff to create and manage outreach efforts at special events, trade shows, and other educational meetings, including informational booth, displays and other related materials
- Assists departments maintains up-to-date website information for departmental webpages in text and graphics
- Manages social media presence on various social media channels
- Designs, orders, and maintains inventory levels of education and promotional products within budget
- Assists staff with writing grants and award applications

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- Attends classes, workshops, and meetings to keep up with current trends and opportunities in public information, communication, marketing, and public education
- Represents the City of Denton in various professional organizations, and external or internal committees as assigned
- Assists departments/divisions with budget development for marketing and outreach programs
- Researches expenditures, writes marketing bid specifications, writes purchase orders, and verifies purchase receipts
- Communicates effectively to diverse audiences and seeks creative and up-to-date methods for reaching all potential populations affected by City programs
- Exhibits leadership, initiative, and creativity in execution of individual projects and building partnerships with team members, external contacts, and internal departments to support integrated public education and marketing communications efforts
- Displays an ability to maintain regular and punctual attendance and consistent ability to meet deadlines
- Maintains professional appearance, as indicated by the various situations or events that include interaction with the public and other city departments
- Maintains regular and punctual on-site attendance

Additional Duties:

- Work nights or weekends for special events and speaking engagements, as needed
- Performs other duties as assigned

Minimum Qualifications/Acceptable Equivalencies:

- Bachelor's degree in Communications, Marketing, Journalism, English, or related field PLUS four years of experience in communications, marketing, or public outreach field with extensive written and verbal communication

OR

- Associates Degree with six years of experience in communications, marketing, or public outreach field with extensive written and verbal communication

OR

- Any combination of education, experience and certifications that will provide the necessary knowledge and skills to be an effective Marketing and Outreach Coordinator

Core Competencies:

- Ability to communicate effectively both verbally and in writing, with strong presentation skills
- Ability to form and maintain effective relationships with coworkers and customers
- Ability to perform all job duties in a manner that is consistent with the City of Denton's mission to be a leader among cities in delivering outstanding quality services and products through citizen involvement, innovation and efficient use of resources
- Proficient in written content development, creative writing, editing, and proofreading
- Proficient skill in the use of Microsoft Word, Excel, and PowerPoint

- Knowledge of basic layout, publishing, photography, social media, and social marketing applications, including Adobe Suite applications

Listening/Communication

- Organizes ideas clearly.
- Speaks logically so others can follow the reasoning.
- Uses appropriate grammar and vocabulary that do not detract from credibility.
- Listens attentively to people's ideas and concerns and paraphrases to ensure understanding.
- Communicates effectively both in writing and in oral communication; the ability to express oneself clearly in business writing.

Interpersonal Skills and Effectiveness

- Builds successful, collaborative, genial, and trusting relationships that contribute to personal effectiveness and the effectiveness of the work team.
- Establishes good internal and external customer relations and can come to workable solutions to service challenges by using the Consultation, Adaptation, and Mobilization (CAM) model.
- Perceives political relationships within the organization or with customers and demonstrates sensitivity to situations or language while integrating that knowledge in approaching problems and resolving conflict.

Problem Solving/Initiative

- Uses initiative to take empowered action to solve routine problems within policy guidelines and seeks creative solutions for non-routine challenges.
- Effectively handles several problems or tasks at once and remains calm in stressful situations.
- Thinks beyond the immediate issue to look at root cause of behavior/issue.
- Uses good judgment in sharing information and maintaining confidentiality.

Analytical Thinking

- Resolves a problem in a systematic, step-by-step way.
- Uses past experiences to quickly evaluate situations where information may be incomplete or unclear.
- Anticipates the implications and consequences of situations and takes appropriate action to be prepared for possible contingencies.
- Identifies the information needed to clarify a situation, seeks that information from appropriate sources, and uses skillful questioning to draw out the information, when others are reluctant to disclose it.

Preferences:

- Bilingual in Spanish and English

Conditions of Employment:

- Must pass a drug test, criminal history background check, and social security number verification
- Must be able to work outside of regular business hours as required
- Must pass a physical examination

Physical Requirements:

Overall Strength Demands: The italicized word describes the overall strength demand of the functions performed by the incumbent during a typical workday.

- Sedentary – lifting no more than 10 pounds
- Light – lifting no more than 20 pounds; carry up to 10 pounds
- **Medium – lifting no more than 50 pounds, carry up to 25 pounds**
- Heavy – lifting no more than 100 pounds, carry up to 50 pounds
- Very Heavy – lifting more than 100 pounds, carry more than 50 pounds

Physical Demand Codes: The following describes if the incumbent is expected to exert the following physical demands during a typical workday and the overall frequency.

Codes for “how often”:

Y = Yes

N = No

E = extensive (100-70%)

M = moderate (60-30%)

I = infrequent (20-10%)

A = almost never (<10%)

Task: Code:

1. Standing: M
2. Sitting: M
3. Walking: M
4. Lifting: M
5. Carrying: M
6. Pushing/Pulling: A
7. Overhead Work: A
8. Fine Dexterity: A
9. Kneeling: A
10. Crouching: A
11. Crawling: A
12. Bending: A
13. Twisting: A
14. Climbing: A
15. Balancing: A
16. Vision: E
17. Hearing: E
18. Talking: E
19. Video Display: E
20. Other:

Machines, Tools, Equipment and Work Aids:

The essential functions of this position require the use of computer, with proficiency in Microsoft Office suite, graphic design, desktop publishing, and website software; use of digital or film cameras; and other general office equipment.

Environmental Factors:

The essential functions of this position are performed in an office setting, but also in outdoor environments at special events and many other public environments.

This job description is not an employment agreement, contract agreement, or contract. Management has exclusive right to alter this job description at any time without notice.

ADA/EOE/ADEA

Effective Date: 7/1/2009

Revision Date: 6/28/2021