

DEPARTMENT: ECONOMIC DEVELOPMENT
CLASSIFICATION: COMPETITIVE
APPROVED: AUGUST 25, 2022

MARKETING SPECIALIST

DISTINGUISHING FEATURES OF THE CLASS: This position is responsible for the development of promotional and marketing materials including print materials, web-pages, and social media to support and promote economic development in the County. The incumbent must have a strong understanding of target audiences and marketing platforms as they relate to economic development and business assistance within a government environment. The work is performed under the general direction of the Commissioner of Economic Development and is permitted wide leeway for the exercise of independent judgment in carrying out the details of the work in accordance with established policies, procedures, and instructions. Does related work as required.

TYPICAL WORK ACTIVITIES:

1. Assists with the development of an annual marketing plan using both print and digital platforms and focusing on economic development and business assistance programs to attract new business investment to Niagara County;
2. Creates print and digital content using a variety of graphic design, web design, and desktop publishing software programs;
3. Takes and edits photos and videos to create new multimedia content;
4. Produces reports, booklets, flyers, posters, banners, and other print media using multifunction printers, large format plotters, and other equipment;
5. Creates and maintains web pages using a content management system and is familiar with current web-page programming languages;
6. Optimizes search engines, implements strategies to grow organic web traffic, and utilizes digital marketing campaigns including paid search and third party advertising;
7. Crafts and develops new branding materials including logos, themes, imaging, content, taglines, etc.;
8. Prepares requests for proposals, solicits bids for services, and manages projects through completion;
9. Manages and develops content for social media pages and utilizes paid advertising on social media platforms;
10. Develops relationships with regional economic development partners and identifies opportunities to share promotional efforts.

FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS: Thorough knowledge of the methods and techniques used in marketing and public relations; good knowledge of the techniques and methods of editing, illustrating and printing of publications; good knowledge of search engine optimization techniques and other strategies for growing organic web traffic; good knowledge of the business and economic conditions of Niagara County; good knowledge of graphics software, web-page development, desktop publishing, and social media applications; working knowledge of the principals and practices of economic development, community development, and government operations; skills in developing graphics, print publications, web-pages, and social media posts; ability to use modern software applications including desktop publishing and graphics programs, computer equipment, and related peripherals at an acceptable rate of speed and accuracy; ability to establish and maintain effective business relationships; ability to identify and target audiences effectively; ability to manage various social media platforms; ability to communicate effectively both verbally and in writing; sound professional judgment; tact; courtesy; thoroughness; dependability; physical condition commensurate with the demands of the position.

MINIMUM QUALIFICATIONS: Candidates must meet one of the following.

1. Graduation with a Bachelor's Degree in business administration, marketing, graphics design, communications, planning, or related field **and** one (1) year of satisfactory full-time paid experience involving marketing, market or economic research or development or public relations; **OR**
2. Graduation with an Associate's Degree in business administration, marketing, graphics design, communications, planning, or related field **and** three (3) years of satisfactory full-time paid experience involving marketing, market or economic research or development or public relations; **OR**
3. An equivalent combination of training and experience as defined by the limits above.

NOTE: Degrees must have been awarded by a college or university accredited by a regional, national, or specialized agency recognized as an accrediting agency by the U.S. Department of Education/U.S. Secretary of Education.