

**CITY OF POMPANO BEACH  
CLASS DESCRIPTION**

**JOB CODE 294**

**MARKETING COORDINATOR**

**GENERAL**

Under general direction from the Marketing Director, the responsibility of the marketing coordinator is to develop plans and execute marketing initiatives that grow the city brand and drive targeted individuals and businesses to desired actions.

**EXAMPLES OF ESSENTIAL DUTIES**

*The examples as listed are descriptions of essential functions and are not necessarily all inclusive. The omission of an essential function of work does not preclude management from assigning duties not listed herein. Assigned duties, which are essential function of work not listed herein, are permissible if such functions are a logical assignment to the position.*

- The marketing coordinator is expected to stay informed about the market, industry trends, and the competitive landscape, while helping implement best practices in all marketing activities.
- Ensure all marketing efforts serve to achieve immediate and long-term city goals, identifying and executing improvements for processes, content, and results.
- Day-to-day tasks may include: plan marketing activities, draft reports, create content, review creative ads and videos, manage brand and social media, coordinate events, manage campaigns/promotions, execute special events, track results, manage PR, build relationships with internal clients, direct external vendors, manage website changes, troubleshoot obstacles and otherwise support and drive all marketing plans and activities.
- Assist in the implementation and adherence of brand strategies to ensure we continue to grow together as a city.
- Ensure success of every project by understanding expectations, communicating objectives, reporting on timelines, and sending deliverables to all team stakeholders.
- Support the use and development of internal tools, including project management software, tracking capability, use of marketing material database, and websites.
- Collaborate and work closely with members of the marketing team to gain and share knowledge (ideas and tactics) and best practices from experiences, workshops, research, and seminars.
- Performs related work as required.

**KNOWLEDGE, SKILLS AND ABILITIES**

- Knowledge of both traditional and digital marketing.
- Knowledge of strategies and tactics for both B2B and B2C environments.
- Knowledge of data analytics software to research and track campaigns and activities.
- Knowledge of social media in event/campaign promotion and attraction; attracting residents and visitors to events.
- Knowledge of planning, coordinating and implementing special events, business promotions and multi-faceted activities.
- Ability to express ideas, facts, and information in a clear and concise manner, verbally, in writing, and through presentations.
- Ability to establish and maintain effective working relationships.
- Ability to serve the public and fellow employees with honesty and integrity in full accord with the letter and spirit of all city ethics and conflicts of interest policies. A strong understanding of ethical behavior is required.

- Ability to establish and maintain effective working relationships with the general public, co-workers, city officials and members of diverse cultural and linguistic backgrounds regardless of race, religion, age, sex, disability or political affiliation.
- Ability to maintain regular and punctual attendance.

### **MINIMUM QUALIFICATIONS**

Bachelor's degree from an accredited college or university in Marketing, Advertising, Communications, Business, or a related field, and a minimum of five (5) years proven marketing experience. Government experience is a plus.

*A comparable amount of training and experience may be substituted for the minimum qualifications.*

### **PHYSICAL REQUIREMENTS**

Must have the use of sensory skills in order to effectively communicate and interact with other employees and the public through the use of the telephone and personal contact as normally defined by the ability to see, read, talk, hear, handle or feel objects and controls. Physical capability to effectively use and operate various items of office related equipment, such as, but not limited to a, personal computer, calculator, copier, and fax machine. No significant standing, walking, moving, climbing, carrying, bending, kneeling, crawling, reaching, and handling, pushing, and pulling.

*Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

### **SPECIAL REQUIREMENTS**

Possession of a valid, appropriate driver's license and an acceptable driving record.

**Rev.** 10/22

**Bargaining Unit:** Non-Bargaining

**FLSA:** Non-Exempt

**Classification:** 26/50

**Location:** Community Redevelopment Agency Department

**GERS:** Regular Class