MARKETING AND EVENTS COORDINATOR

POSITION SUMMARY

This position collaborates with city staff and department heads to determine needs and objectives for the annual strategic marketing plan. The position assists the Marketing and Events Director plan, advertise, and execute the annual city-wide marketing campaigns and coordinate, program, and market events in the Dickinson Legacy Square. The candidate should be a motivated self-starter and an extremely detail oriented individual with strong written and verbal communication skills.

RESPONSIBILITIES

Essential Duties:

- Provides administrative support to the Marketing and Events Director as needed.
- Supports and regulates the city's brand and user experience, including news media, and content on the city's websites, digital and social media, and in online communication.
- Maintains quality control of city's brand throughout all departments, programs, and channels.
- Assists in the development and implementation and management of city digital media and content guidelines.
- Assists the Marketing and Events Director in preparing collateral material such as graphics and photography for use in all communication channels.
- Handles delivery of creative assets, spec information, and the development and advertisement of annual marketing campaigns.
- Assists with creation and implementation of special events and concerts.
- Monitors and works events; may include weekends, evenings, holidays, over-time, or as needed.
- Facilitates creative development process including writing creative briefs, press releases, monitoring deadlines, proofing, and providing valuable messing input.
- Communicates effectively through face-to-face discussions, memos, blogs, emails, digital media posts and other communication channels.
- Assists with creation and maintenance of strategic marketing plans, campaigns, calendars; assists with digital media posting. Brainstorms new and innovative marketing tactics for campaigns and event lineups.
- Updates website event calendars and general website content; assists with all cross-promotional and event awareness initiatives.
- Assists with and or organizes set-up and clean-up of special events equipment including tables, chairs, tents, signage, and other equipment.
- Supports hands-on activities and programming at events.
- Helps maintain special events warehouse and inventory.
- May be responsible for basic oversight of seasonal staff, volunteers and other city staff assigned to assist with events.
- Performs related tasks as required.

Knowledge, Skills, and Abilities (position requirements at entry)**:**

- Proficiency in MS Office Suite, Power Point, Outlook, Illustrator or Canva, etc.
- Experience with video editing and creation and associated software.
- Strong written and verbal communication skills.
- Provides exemplary customer service when interacting with event attendees and artists.

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- High level of organization and attention to detail.
- Comfort with multi-tasking in a deadline-driven environment.
- Demonstrated marketing and graphic design skills.
- Excellent time management skills.
- Familiarity with social media, social networking, email marketing and search engines.
- Demonstrated problem solving and critical thinking skills.
- Ability to maintain high level of confidentiality.
- Ability to self-motivate and self-assess, while also positively receiving and adapting to feedback and leadership from supervisor and municipal governance.
- Ability to communicate design ideas to non-technical people.
- Ability to coordinate events and book bands.

SKILLS

Education and Experience:

- High School Diploma or General Equivalency Diploma (G.E.D.) required upon hire.
- Bachelor's Degree in marketing, graphic design, communications or related degree.
- 2 years professional or internship experience in events management and planning, marketing, advertisement or campaign development.
- Or, an equivalent combination of education and experience sufficient to successfully perform the essential duties of the job.

Special Requirements:

- Valid Driver's License
- Minimum Age Requirement of 21

WORKING CONDITIONS

Environment:

- Positions in this class typically require: sitting, stooping, kneeling, reaching, standing, walking, fingering, grasping, talking, hearing, seeing and repetitive motions.
- May spend long hours walking or standing.
- Exerting up to 10 pounds and occasionally lift and/or move up to 50 pounds.
- Regular exposure to outside weather conditions that may be adverse and extreme (heat, humidity, cold, rain, etc.).
- Frequent exposure to noise, dust, fumes, airborne particles, uneven surfaces, heights, and stressful situations. The noise level in the work environment is usually moderate to loud.
- Work related travel is minimal, but expectations may vary depending on programming and artist needs.

Classification: Grade 14 (G-14)
FLSA: Non-Exempt
Approved by City Commission: 11/07/2023
Updated By: Classification updated by HR Torgerson to align with the new pay scale, effective June

23, 2025.