



Marketing and Communications Coordinator Job Description

Job Title: Marketing and Communications Coordinator	FLSA Status: Non-Exempt
Department: Client Services	Last Revision Date: 12/21/2023
Reports To: Marketing and Communications Director	Base Salary Range: \$51,000-\$60,000/year

Summary: Working under direct supervision and following company and department policies and procedures, the Marketing and Communications Coordinator assists team members with research, development, and implementation of marketing and public outreach campaigns for assigned accounts.

Primary Responsibilities:

- Works closely with team members to support implementation of client goals and strategies through media outreach, digital advocacy, public engagement and other marketing and communication services
- Assists in the development and editing of engaging content for advertising, websites, fact sheets, presentations, newsletters, and other collateral material
- Assists with client-related research, media coverage, social media tracking and outreach/engagement tracking
- Sources and organizes social media post content
- Supports the marketing and graphics teams in the development and production of creative collateral materials, advertisements, and websites
- Attends account meetings, internal group meetings, one-on-one meetings, and events as required
- Prepares agendas and action items for client meetings
- Assists with updates to client deliverables in JPW project management platform
- Tracks metrics on the progress of campaigns
- Maintains an average billable target of 80% or better
- Other duties as assigned

Knowledge Skills and Abilities:

- Bachelor's degree in communications, public relations, marketing or closely related field
- Up to two years of experience in marketing, communications or public relations
- Basic understanding of content creation and marketing campaigns
- Proficient in Microsoft Office including Word, PowerPoint, and Excel
- Understanding of website and email campaign platforms such as WordPress, Squarespace, Granicus, Constant Contact, and Mailchimp
- Basic knowledge of social media platforms
- Basic understanding of government operations in areas such as trash and recycling disposal, water delivery and treatment, city public information dissemination, city-wide engineering and construction projects desired but not required
- Strong customer service and organizational skills

Working Conditions:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.



- The noise level in the work environment is usually moderate
- Sufficient clarity of speech and hearing or other communication capabilities, with or without reasonable accommodation, which permits the employee to communicate effectively on the telephone and in person
- Sufficient manual dexterity with or without reasonable accommodation, which permits the employee to frequently operate a personal computer (estimated 80%-100% of the typical workday) and other office equipment
- Sufficient personal mobility and physical reflexes, with or without reasonable accommodation, which permits the employee to work in an office setting and at a computer workstation for an extended period of time.
- Ability to sit, and stand, with or without reasonable accommodation
- Ability to lift up to 15 lbs. with or without reasonable accommodation