

## Town of Snow Hill

### Job Description

Department: Economic Development

Job Title: Communication and Promotion Coordinator

Position: Support Personnel

Salary: \$19.23/hr

**JOB SUMMARY:** Under supervision of the Director of Economic Development, the employee will coordinate, implement and perform Communication functions to disseminate timely, accurate, and pertinent information regarding Town business. In support of the Economic Development department, this employee will also assist with event coordination and Town marketing initiatives. This individual reports directly to the Director of Economic Development.

#### **GENERAL REQUIREMENTS:**

- Subject to some night and weekend hours based on event and meeting schedules.
- Must be able to lift up to 40 lbs.
- Pre-employment background check

#### **ESSENTIAL JOB DUTIES AND RESPONSIBILITIES:**

- Update the Town's website to ensure the most current and accurate information is accessible on the site.
- Maintain the Town's social media accounts by creating and posting content, sharing pertinent messaging, monitoring comments and messages.
- Prepare message schedule for information kiosks at Byrd Park, Rt. 113 Gateway, and Fisher Park and update them according to said schedule.
- Assist with the development of marketing and advertisement campaigns. Create digital and print marketing materials as directed.
- Attend and assist with planning, coordinating, implementing, and promoting events. Create event brochure and maintain event calendar.
- Attend and prepare for meetings as required. Serve as Co-Chair for the Arts and Entertainment District Committee
- Manage and facilitate Train Station, Old Fire House, and Park rentals by maintaining the rental schedule, booking reservations per the Town's rental procedures and managing key sign in/out.
- Collect and manage data for grant reporting. Maintain volunteer, artist, vendor and entertainment databases. Conduct occasional research as requested.
- Perform other related duties assigned or required.

### **QUALIFICATION AND SKILLS:**

- The ideal candidate will possess a Bachelor's degree in communication, marketing or a related field, or at least three years of professional experience in event planning, web management, social media campaigning or a closely related field.
- The ideal candidate will be a self-starter, creative, and capable of working both independently as well as collaboratively with a team. They will be able to prioritize tasks, multi-task as needed, and be comfortable working in a fast-paced environment.
- Must have excellent verbal and written skills, use appropriate grammar, spelling, punctuation and style and be able to perform public presentations.
- Proficient in research, interpreting and analyzing data.
- Develop and maintain effective working relationships with elected officials, staff, and community members.
- Strong interpersonal skills with the ability to communicate clearly and concisely.
- Support and enforce the Town of Snow Hill Personnel Rules and Regulations
- Must possess valid MD driver's license.

### **WORKING CONDITIONS:**

Work is primarily conducted indoors with some exposure to environmental conditions during Town events.

### **SAFETY ANALYSIS:**

Rarely: <5% of the time, Occasional: 5-25% of the time, Frequent: 25-75% of the time, Constant: >75% of the time.

Mostly non-active work. Constant sitting, viewing, talking, hearing. Occasional pushing, pulling, carrying, and/or lifting.

### **DISCLAIMER:**

This job description is not intended as a complete listing of job duties. The employee is responsible for the performance of other related duties assigned or required.

### **BENEFITS:**

- As a full-time employee of the Town, you are eligible and required to contribute to Maryland State Retirement.
- As a full-time employee of the Town, you are eligible to participate in the Town's employee health benefits program.
- Health benefits eligibility date is the first day of the month.
- In the first year of employment, you are also eligible to accrue 3.33 hours per month of vacation leave. Personal leave is accrued annually at a rate of 12 hours per quarter. Sick leave is accrued at 8 hours per month. You are eligible for 15 paid holidays per year. This is subject to the Town's regular full-time benefits accrual procedures.