CITY OF LA PORTE
MARKETING/PUBLIC RELATIONS SPECIALIST
JOB DESCRIPTION

FLSA CLASSIFICATION: Exempt **PAY GRADE: 027**

DEFINITION

This position assists in programs that promote and market the City by designing, developing, implementing and tracking tourism and marketing activities to promote La Porte. This position creates tourism and economic development promotional materials, advertisement and internet content and collateral. This position will serve as the liaison for local media, La Porte hoteliers, tourism partners, and economic development partners. This position has responsibilities to assist during emergency conditions with notifications and activations in the Emergency Operations Center. This position will be the focal point for all print and electronic media within the City.

SUPERVISION RECEIVED AND EXERCISED

This position reports to the Assistant City Manager, who provides general supervision. This position may receive functional supervision from other department management staff, assisting departments with public relation items and collaboration on outreach projects.

ESSENTIAL JOB FUNCTIONS

Duties may include, but are not limited to, the following:

In conjunction with the IT Department, update the City website and act as liaison between departments and website contractor to address any issues related to the City website; ensure that the website is current and functioning properly.

Develop, implement marketing strategies for increasing tourism and brand awareness; design, produce, and coordinate advertisements, brochures, and marketing collateral; develop cooperative marketing projects and strategies

Regularly interact with users of the City's social media accounts, including but not limited to Facebook and Twitter, to provide up-to-date, timely, and interesting content to followers

Coordinate and provide graphic design, layout, and composition of articles for City publications to various stakeholder groups to provide a consistent positive branding image of La Porte.

Serve as the primary point of contact and liaison for the City's various tourism and economic development partners and attend related meetings, as necessary; cultivate and maintain relationships with hotel owners/managers and staff

Serve as primary point of contact and liaison for local media and coordinate requests for articles and information; write articles, press releases, and "advertorials" for various media

Function as an assistant to the Public information Officer (PIO) during any activation of the Emergency Operations Center. Provide administrative assistance to the PIO or OEM during emergencies to manage information, media requests, and press releases.

ESSENTIAL JOB FUNCTIONS (continued)

Perform related duties as assigned.

PHYSICAL REQUIREMENTS

For indefinite periods of time - mobility within an office; writing; walking; typing; twisting body; stooping; standing; squatting; sorting; sitting; seeing; pushing, pulling, lifting and carrying up to 20 pounds; kneeling; filing; reading; decision making; reaching above shoulder level; using both hands for simple and firm grasping; clarity of hearing; communicating clearly and effectively, in person and by telephone; fine finger manipulation; operation of computer, iPad or similar device, calculator, copy machine, and fax machine.

QUALIFICATIONS

Knowledge of:

Advanced knowledge of written English language, including usage, grammar, spelling, and punctuation.
Excellent project and task oriented capabilities
Excellent verbal communications skills
Advanced knowledge of Microsoft Office Suite, particularly Word, Excel, and PowerPoint
Modern principles and practices of communications and public relations
Advanced knowledge and skill with Adobe Suite Products:
- Adobe Photoshop, inDesign, Fireworks, Muse, Dreamweaver, Flash, After Effects, Premiere, and Lightroom

Working knowledge of content management systems for websites including video editing with both Apple and Windows based programs. (example. iWork, iMovie and iWeb)
Advanced skills with Social Media including Facebook, Twitter, Instagram and the associated programs to manage them

Ability to:

Compose a variety of types of written materials, such as news articles, press releases, promotional pieces, presentations, business correspondence, and reports to elected boards and other stakeholders.
Interface with the public, City Council, elected boards and commissions, and other stakeholders
Work cooperatively with other departments, City officials, and outside agencies.
Operate a personal computer and other modern office equipment such as smartphones and iPads
Motivate staff in other city departments and manage projects/teams of varying size and complexity
Monitor expenditures for assigned projects and tasks
Read and understand complex papers, journals, reports, and other materials
Work independently in the absence of supervision.
Compile and maintain complex and extensive records and prepare reports.
Travel as necessary for trade shows and other work related events

TRAINING AND EXPERIENCE

Bachelor's degree in journalism, marketing, communications, public relations, marketing or related field required (5 years experience and verification in the desired qualifications may be substituted for a degree).
Minimum 2 years experience managing information, projects, graphic design, and communication activities; municipal experience preferred.

Valid Class C Texas driver's license

The City of La Porte is an Equal Opportunity Employer of Qualified Individuals

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(Circle One)

I have read the job description above and can perform the job duties **with** **without** any reasonable accommodation.

Witness: Supervisor's Signature	Date	Employee's Signature	Date