



TOWN OF SURFSIDE MARKETING AND SPECIAL PROJECTS COORDINATOR

DEPARTMENT: TOURISM SERVICES / TOURIST RESORT

NON -EXEMPT

GENERAL DESCRIPTION:

Under the administrative direction of the Tourism, Economic Development and Community Services Director, assists with the planning and coordinating of special events and marketing activities with a focus on creating a vibrant, exciting destination for residents and visitors. Additional activities include public relations, marketing and promotions, business communication, social media application, and organizing promotional activities and campaigns. Prepares and develops information to enhance the Town's communication platforms. Coordinates, implements and manages a variety of special projects and programs; requiring considerable interaction with various departments, outside agencies, community businesses and organizations, committee and boards, elected officials, and the general public.

ESSENTIAL JOB FUNCTIONS:

1. Assists with the maintenance of the Town's website, Channel 77, social media and Town issued newsletter (Town Communications Platforms); performs daily and weekly updates insuring the content complies with ADA guidelines as an example.
2. Review the monthly website statistics to determine the total number of visitors and pages visited, what pages are getting visited, etc. and recommend enhancements and changes.
3. Coordinates work requests through meetings, correspondence and presentations.
4. Communicates with supervisor, employees, other departments, customers/users, technical personnel, vendor representatives, the public, outside agencies, and other individuals as needed to coordinate work activities, review status of work, exchange information, and/or resolve problems.
5. Maintains a working knowledge of a variety of computer operating systems and software programs associated with work activities, which may include but not limited to word processing, spreadsheet, database, report generation, desktop publishing, presentation, communications, internet and email.
6. Assists the Director with planning and organizing various events including: creative themes, logistics, media coordination, advertising, publicity, community outreach, budgets and timelines.
7. Assists the Director with maintaining working rapport with hotel management, merchants, and restaurants to encourage and develop participation in promotions and events. Assists the Director with collaborating with the Town Manager and Department Heads to coordinate, manage and implement a wide variety of special projects and programs.
8. Assists the Director with overseeing creative, production and implementation of all marketing communications such as website, social media, brochures, public signage and event signage as pertains to the department.

9. Assists with generating various complex and specialized correspondence, articles, memos, agendas, orders, reports, forms, manuals, or other relevant materials.
10. Assists with responses to requests from visitors, the business community and general public evaluating and insuring appropriate assistance.
11. Assists the Director with maintaining current knowledge of related trends and developments to assist with generating ideas, researching, fact-finding, coordinating and preparing reports to expand existing markets as well as develop new marketing opportunities for the community.
12. Writes, designs, publishes, and distributes various newsletters and social media messages to Surfside residents, Town staff, businesses, merchants and the general public on a regular and ongoing basis.
13. Manages and conducts targeted public awareness and information programs related to specific publicly-sponsored and special town projects.
14. Assembles lists of impacted residents and businesses; establish mechanisms for providing updated and timely communication.
15. Writes correspondence as directed.
16. Conducts various researches as directed.
17. Functions as the Town's liaison between residents and businesses to address concerns and challenges.
18. Attends all related meetings; plans and conducts meetings with affected constituencies.
19. Responds to media inquiries as related to implementation of projects.
20. Plans and coordinates presentations, meetings, grand openings, celebration parties and press conferences in coordination with other Town departments.
21. Performs other duties as assigned.

(These essential job functions are not to be construed as a complete statement of all duties performed. Employees will be required to perform other job related marginal duties as required.)

MINIMUM QUALIFICATIONS:**KNOWLEDGE, ABILITIES AND SKILLS:**

- Knowledge of web content and social media management techniques.
- Strong communications, interpersonal and presentation skills.
- Proficiency in spoken and written Spanish desired.
- Basic knowledge of journalism, advertising, marketing, public relations, event management and social media principles and practices.
- Ability to research, write and edit interesting and informative news releases, pamphlets, brochures, etc.
- Ability to edit, analyze and evaluate information material prepared by others as it relates to content management and brand conformity.
- Knowledge of operational characteristics, services and activities of tourism, economic development and community services.
- Knowledge of and strong ability to plan, develop and manage special events.
- Ability to develop a marketing and public relations strategies for events and community enhancement including the use of social media.
- Ability to identify and respond to Town administration, community, tourist board and elected officials issues, concerns and needs.
- Ability to provide administrative and professional assistance with minimal supervision.
- Ability to communicate clearly, effectively and proficiently both verbally and in writing.

- Ability to establish and maintain effective working relationships with Town administration, staff and officials, other government officials, community groups, and the general public.

EDUCATION AND EXPERIENCE:

Bachelor's degree and five (5) years of work related experience preferred. Exceptional writing, and editing skills, knowledge of Microsoft office suite and a valid Florida Driver's License are required.

(A comparable amount of training, education or experience can be substituted for the minimum qualifications.)

LICENSES, CERTIFICATIONS OR REGISTRATIONS:

NONE.

ESSENTIAL PHYSICAL SKILLS:

- Moderate (15 to 45 pounds) lifting and carrying.
- Walking.
- Standing.
- Driving.
- Equipment operation.
- Bending and kneeling.

ENVIRONMENTAL CONDITIONS:

- Work is conducted inside and/or outside an office environment.
- The noise level in the work environment can be moderately noisy.
- Moderate (15 to 45 pounds) lifting and carrying
- Standing, Driving

(Reasonable accommodations will be made for otherwise qualified individuals or independent contractors with a disability.)

Revision History: New 7/1/14

This job description does not constitute an employment agreement between the Town of Surfside and the employee or independent contractor. It is used as a guide for administrative actions and is subject to change by the Town as the needs of the Town and requirements change.

Approved:

Town Manager's Signature: _____

Michael Crotty