

## CITY OF SACHSE POSITION DESCRIPTION

**TITLE:** EDC Marketing Specialist

**DEPARTMENT:** Economic Development

**FLSA STATUS:**

Exempt

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**Summary:** Under general direction of the Sachse EDC CEO, this position develops and implements marketing programs and assists with special projects to support and stimulate economic development within the City of Sachse.

*The intent of this position description is to provide a representative summary of the major duties and responsibilities performed by incumbent(s) in this position. Incumbent(s) may not be required to perform all duties in this description and incumbent(s) may be required to perform position-related tasks other than those specifically listed in this description.*

### **Essential Job Functions:**

- Assists with preparing content for business recruitment communications, presentations, proposals, and agreements
- Researches and develops marketing content for the website, online newsroom, newsletter, digital media, collateral, media pitches, press releases, and public presentations
- Monitors daily engagement presence on networking sites, engaging with citizens/clients on social sites, posting on relevant blogs, and seeding content into social applications as necessary
- Assists with developing, implementing, and monitoring public marketing plans to promote the City and ensure the effectiveness of the plan is reaching the target audience
- Assists with reviewing and coordinating work of third party ad agency
- Researches and assists with creating presentations
- Compiles and maintains demographic and economic data for inquires
- Develops and maintains professional business relationships and contact information
- Develops and maintains relevant social media plans, themes, programs, contests, promotions, and campaigns by writing and publishing contact for all social media platforms
- Prepares and reviews correspondence, reports, forms, schedules, presentations, documents, and other material
- Reviews materials and documents for accuracy and proper formatting
- Coordinates and schedules volunteers
- Represents SEDC at events, functions, meetings, and conferences

### **Required Knowledge and Skills:**

- Knowledge of market research and analysis, interpretation and report development
- Knowledge of website design and administration and desktop publishing
- Skill in public relations and communicated with a wide variety of people

- Skill in establishing and maintaining effective working relationships
- Skill in organizing work flow and managing multiple projects
- Skill in developing and executing marketing and presentations.
- Proficient in managing social media channels
- Proficient in verbal and written communication, including command of grammar and vocabulary
- Proficient in the use of computers and related equipment, hardware and software applicable to area of assignment, specifically Microsoft Office Products
- Ability to work under deadlines and stressful situations
- Ability to define and resolve problems quickly and effectively
- Ability to analyze and interpret general business periodicals and professional journals

**Required Education, Experience, and Certifications:**

- Bachelor Degree in business administration, marketing, finance, communications or relevant field of study
- A minimum of 2 years relevant experience

**Environmental Factors and Conditions/Physical Requirements:**

- Work is typically performed in an office setting
- May be subject to repetitive motion such as typing, data entry and vision to monitor
- May be subject to occasional bending, reaching, kneeling and lifting such as retrieving or replacing files, documents and records.
- May be required to work extended hours, evenings, and weekends

**Equipment and Tools Utilized:**

- Equipment utilized includes personal computer