

Marketing Administrator

GENERAL STATEMENT OF JOB

Under the guidance of the Marketing Managers, this role is dedicated to developing, promoting, and implementing various marketing initiatives to enhance public awareness and engagement. The position supports the Marketing division in all aspects of public relations, marketing, and dissemination of public information.

The primary responsibilities entail planning and managing all marketing and public relations activities for the Marketing Department. This includes effectively promoting departmental programs, events, and facilities across various platforms, including printed materials, advertising campaigns, social media, and digital media. The role demands a proactive approach to increase visibility in DeKalb County's offerings while ensuring all marketing strategies align with the department's overall goals and objectives.

SPECIFIC DUTIES AND RESPONSIBILITIES

ESSENTIAL JOB FUNCTIONS

- **Graphic Design and Media Pitching/Strategy Placement**
Assist in creating Ad Design and supplemental creative materials.
Research and hear pitches for digital ad placement and partnerships within Tourism.
- **Website**
Assist with calendar update and overall website changes.
Brainstorm engaging content to engage more visitors to website.
- **Presentation Prep**
Assist with inputting updates and changes for upcoming presentations to Discover DeKalb
Prepare charts and graphs simplifying social media, google ad, and digital performance as needed.
- **Podcast**
Reaching out to and scheduling guests
Come up with creative ideas and concepts.

- **Social Media**

Knowledge of Instagram, Facebook, TikTok, and LinkedIn

Assist in managing and updating social media accounts

Schedule and publish content across different platforms using social media management tools

REQUIRED SKILLS, KNOWLEDGE & ABILITIES:

- **Social Media and Marketing Expertise:** Proficient in creating and updating social media content, understanding social media formats, analyzing engagement metrics like click-through rates.
- **Content Creation:** Skilled in writing compelling content that aligns with the county and city values.
- **Independent and Proactive:** Capable of working independently with a strong drive and passion for marketing and digital media.
- **Teamwork and Creativity:** Should be a team player, self-starter, and creative thinker. Must be flexible, detail-oriented, and possess excellent organizational skills.
- **Computer Literacy:** Proficient in basic computer office software, including Microsoft Office, email, and capable of using tablets and mobile devices.
- **Social Media Management:** Able to create and manage content on various social media platforms.
- **Communication and Customer Service:** Excellent communication skills and the ability to develop positive relationships with management, co-workers, vendors, and patrons. Must have strong customer service skills.
- **Office Knowledge:** Familiar with general office procedures.
- **Website Maintenance:** Responsible for updating website information regularly, including events, news, directory changes, job opportunities, and visitor resources.
- **Social Media Strategy:** Develop and maintain a social media strategy across all channels.

- **Email Marketing:** Create email content, develop a distribution strategy, and maintain a regular communication schedule. Implement plans to grow the email database.
- **Information Management:** Manage and review information such as personal details, facility inquiries, event dates, festival details, and vendor information.
- **Software Proficiency:** Skilled in using software programs like Word, Excel, Publisher, WordPress, and Media Zone.

ADDITIONAL JOB FUNCTIONS

- **Flexible Schedule:** Be available to work occasional weekends or nights for special events or meetings.
- **Skills and Experience:**
 - Proficient in website development and management, particularly with WordPress.
 - Skilled in using social media as a marketing tool.
 - Experienced in using analytics for marketing purposes.
- **Customer Service:** Knowledge of basic customer service principles.
- **Teamwork and Independence:** Ability to work well in a team and independently to complete tasks.
- **Office Equipment Proficiency:** Skilled in using standard office equipment and familiar with Microsoft Office, email, internet, and social media.
- **Availability:** Willingness to work evenings and weekends as needed.
- **Additional Duties:** Perform other related duties as required.

MINIMUM TRAINING AND EXPERIENCE

High School Diploma required, bachelor's degree in marketing or related field preferred. One to three years of related experience in tourism programming, marketing, public relations, event coordination & implementation required or any equivalent combination of education, training, and experience that provides the required knowledge, skills, and abilities. Must possess a valid state driver's license.