



**OUR VISION:**

*To be the acknowledged leader in public assembly venue management in the region*

**OUR MISSION:**

*To enhance the livability and economic vitality of the metropolitan region through sound stewardship, expert management and creative development of the region's public assembly venues*

**OUR VALUES:**

*Respect ~ Excellence ~ Teamwork ~ Innovation ~ Community*

<b>Job Title</b>	Marketing & Promotions Coordinator I	<b>Bargaining Unit</b>	Non-represented
<b>Functional Job Family</b>	Sales & Marketing	<b>Classification #</b>	8639
<b>FLSA</b>	<input type="checkbox"/> Exempt <input checked="" type="checkbox"/> Non-Exempt	<b>Salary Grade #</b>	213
<b>Position Status</b>	<input type="checkbox"/> Full-time <input checked="" type="checkbox"/> Part-time	<b>Revision Date</b>	May 2007

**Classification Description:**

Provide skilled assistance to facility in the creation graphics, signage and marketing materials for the promotion of events, the facility and special projects.

**Duties and Responsibilities:**

To perform this job successfully, an individual must be able to perform each essential duty and physical demands satisfactorily with or without a reasonable accommodation.

1. Develops and maintains electronic signage throughout the facility; creates all event-related signage for the exterior electronic reader boards and the LED electronic signage kiosks throughout the interior of the facility; gathers all pertinent information, creates signage files, and updates signage software as needed.
2. Researches, writes and edits event articles for monthly electronic newsletters, press releases or media updates; assists in drafting a variety of other communications materials; writes content for web posting.
3. Designs the layout and edits monthly volunteer newsletter.
4. Creates and installs vinyl, laminated and special order signage for building.
5. Provides back-up support to marketing department staff.
6. Tracks the marketing department's financial accounts, including accounting charges, budget and purchases; reconciles monthly charges and generates accounting reports.
7. Assists other departments with special projects; develops and designs marketing materials and signage for special projects, such as interior design remodels, seasonal projects, etc.

**Secondary Functions:**

1. Manages mailing lists and databases for marketing materials, newsletters and special mailings.



2. Purchases office supplies and special items for marketing projects, signage, and promotional needs.
3. Serves as creative director on independent projects that require use of design talent, decorating, art and practical use of props, etc.
4. Other duties which may be necessary or desirable to support the agency's success.

### **Supervisory Responsibilities:**

This position has no supervisory responsibility but may provide leadership and guidance to volunteer staff and/or assist with orientation of new members of the work group.

### **Education and/or Experience; Certificates, Licenses, and Registrations:**

- Associate's Degree in marketing, graphic design or a related field, and
- A minimum of three (3) years of graphic design experience, or
- An equivalent combination of education, experience and training that would provide the knowledge, skills and abilities required for the successful performance of the essential job duties.

### **Knowledge, Skills and Abilities:**

- Principles and techniques of graphic design and production for printing process
- Basic accounting principles and practices
- Project management
- Use of graphic design software and computer programs, such as Quark Express, Adobe and Desktop Publisher
- Work effectively with information management systems, and adapt quickly to system changes and updates
- Follow direction, prioritize and manage multiple deadlines and priorities
- Establish and maintain effective, cooperative relationships with those contacted in the course of work
- Work independently and part of a team
- Work various hours, including evenings, weekends and holidays

### **Physical Demands / Work Environment:**

- Majority of work is completed in a general office environment with exposure to moderate levels of noise in a well-lit, well-ventilated and moderately paced environment
- Continuously required to read computer screen; perform repetitive motions of hands and wrist; reach with hands and arms
- Frequently required to sit for extended periods of time; see and/or respond to visual/audio cues
- Occasionally required to stand and/or walk for extended periods of time



- Rarely required to climb and/or balance; stoop, kneel, crouch and/or crawl; twist and/or bend; lift, push, pull and/or carry objects up to 50 pounds; work near or around moving mechanical parts

*“MERC believes that each employee makes a significant contribution to our overall success. That contribution should not be limited by the assigned responsibilities. Therefore, this Classification Description is designed to outline primary duties, qualifications and job scope, but not limit the incumbent or MERC, to just the specific work identified. It is our expectation that each employee will offer his or her services wherever and whenever necessary to ensure the success of our endeavors.”*

APPROVED:

\_\_\_\_\_  
MERC General Manager

\_\_\_\_\_  
Date

\_\_\_\_\_  
MERC Human Resources Manager

\_\_\_\_\_  
Date