

**MARKETING COORDINATOR**  
(Albany Parking Authority)

**DISTINGUISHING FEATURES OF THE CLASS:** The Marketing Coordinator will be a key member of the Albany Parking Authority's marketing department with duties that will include the management of analytical reports, the creation of content for various channels and assisting the marketing team in their advertising and promotional efforts. The work of the Marketing Coordinator will be performed under the general direction and supervision of the Senior Manager of Marketing with leeway allowed for the use of independent judgment while following prescribed policies and procedures.

**TYPICAL WORK ACTIVITIES:** (Illustrative Only)

- Creating and managing content for a variety of resources including email, blogs, press releases, newsletters, website, social media and/or other pieces of content
- Preparing and presenting reports related to a variety of marketing efforts such as customer & market trends, product/service usage, and campaign engagement
- Communicating with social media users and responding to inquiries in a timely manner
- Recommending adjustments to the marketing strategy to optimize results
- Staying up to date on best practices and emerging trends in parking, travel/tourism, social media, and marketing
- Attending local events and shows to promote the Authority as needed
- Supporting the marketing initiatives of the Authority
- Performs other related duties as needed.

**FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:**

- Excellent written and verbal communication skills.
- Attention to detail and strong analytical skills
- Experience using various Microsoft Office including Word, Excel and PowerPoint
- Experience using various marketing software's such as Constant Contact, MailChimp, HootSuite, Google Analytics or equivalent software's
- Experience with design software such Adobe Creative Suite and/or Canva
- Strong time-management skills and the ability to multi-task and work in a fast-paced environment
- Physical condition commensurate with the demands of the position

**MINIMUM QUALIFICATIONS:**

- A.) Graduation from a regionally accredited or New York State registered college or one accredited by the NYS Board of Regents to grant degrees with a Bachelor's Degree in Journalism, Communications, Marketing, Graphic Design, or a related field and general

experience in business and/or marketing in a corporate or agency setting; OR

B.) Graduation from a regionally accredited or New York State registered college or one accredited by the NYS Board of Regents to grant degrees with an Associate's Degree in Journalism, Communications, Marketing, Graphic Design, or a related field and one (1) or more years of related experience in a corporate or agency setting; OR

C.) An equivalent combination of training and experience defined by the limits of (A) and (B) above.

**SPECIAL REQUIREMENT:**

Possession of a valid New York State Drivers' License is required at time of appointment and for the duration of employment