

**MARKETING COORDINATOR**  
(City of Albany)

**DISTINGUISHING FEATURES OF THE CLASS:** The incumbent is responsible for coordinating public relations and marketing activities for City departments as well as provide administrative support to the Director of Marketing. This position will assist with writing, designing, and editing marketing materials. Work will include the creation of content for various channels and assisting departments in their advertising and promotional efforts. The work of the Marketing Coordinator is performed under the general direction and supervision of the Director of Marketing with the opportunity for independent work while following prescribed policies and procedures. Supervision of others is not a requirement of the position.

**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 City as needed;
- Supporting the marketing initiatives of the City;
- 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; 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; OR
- C.) An equivalent combination of training and experience defined by the limits of (A) and (B) above.