

MARKETING COORDINATOR

(Range 120)

DEFINITION

The Brand & Marketing Coordinator is a full-time position that requires a responsible, detail-oriented individual who will perform a variety of support and administrative duties for the Branding & Marketing Department, which functions as an in-house agency for the Las Vegas-Clark County Library District. The ideal candidate is a personable individual who is an exceptional communicator with a sharp eye, an innate understanding of the digital world, and excellent task management and problem-solving skills, able to track projects from start to finish and keep deadlines on time.

ESSENTIAL AND MARGINAL FUNCTIONS--Essential and marginal functions and responsibilities may include, but are not limited to the following:

Essential Functions:

1. Proofreads and edits graphic materials and other documents for readability, grammar, spelling, punctuation and formatting following the Department's style guide.
2. Manages the details of myriad print jobs, projects, and events developed through District programs, partnerships and campaigns.
3. Monitors Department work activities to assist in meeting established deadlines and enjoys the details inherent to this process.
4. Interacts extensively, in person and over the telephone, with District-wide staff to facilitate the completion of Department projects.
5. Promotes and supports the overall mission of the District by demonstrating courteous and cooperative behavior when interacting with public and staff; approaches all staff interactions as an opportunity to demonstrate excellent customer service; and acts in a manner that promotes a harmonious and effective workplace environment.
6. Self-motivated and able gather the details and materials needed for a project, follow-up to keep the process on track, and communicate with Department supervisors raise a red alert if a deadline is in danger of being missed.
7. Researches, plans, writes, edits and produces copy for a variety of marketing purposes including posters and flyers, brochures and publications, both print and electronic.
8. Prepares graphics materials for distribution to the appropriate Departments with the occasional use of a warehouse dolly for bulky or heavier items.
9. Performs administrative duties for the Department such as ordering and maintaining the inventory supply, scheduling equipment repair, compiling statistics and reports, maintaining files and other activities to assist the Department Head or Manager.

MARKETING COORDINATOR
PAGE 2

10. Maintains a high degree of confidentiality.
11. Creates database files, inputs and retrieves a variety of data and information.
12. Maximizes office productivity through proficient use of appropriate software applications.

Marginal Functions:

1. Performs related duties and responsibilities as required.

KNOWLEDGE, SKILLS, AND ABILITIES

Knowledge of:

1. Digital communication tools such as websites, blogs and social media platforms.
2. Microsoft Office Suite products.

Skilled in:

1. Organization, prioritization and problem-solving.

Ability to:

1. Communicate effectively orally and in writing with a high level of attention to detail.
2. Work with a team under tight deadlines; solve problems in a calm and efficient manner; work with a variety of personalities in a fast-paced environment, and build trust among library staff (our clients).
3. Type using intermediate-to-advanced typing skills.
4. Write creatively and edit error-free copy.
5. Read, analyze, and interpret documents, such as policy and procedure manuals and other related documents.
6. Work both independently and as part of a team.
7. Multitask and adapt.
8. Maintain complex clerical records.

QUALIFICATIONS

Training and Experience:

Bachelor's Degree in Marketing, Communications, Journalism, English or a closely related field required. Three (3) years of experience performing similar duties in an agency or in-house marketing department. Demonstrated proficiency in word processing, spreadsheet creation and other office-related computer skills.

**MARKETING COORDINATOR
PAGE 3**

Physical Requirements:

Essential and marginal functions may require maintaining a physical condition necessary for standing and walking, frequent light lifting (5 - 10 pounds); occasional moderate lifting (11 - 20 pounds); bending, stooping, reaching, and pushing; minimal dexterity in the use of fingers, limbs, or body in the operation of office equipment; utilizing a keyboard, and sitting, or standing for extended periods of time. Tasks require visual perception, auditory perception, and oral communications ability.

Environmental Requirements:

Tasks are performed with infrequent exposure to adverse environmental conditions.

License, Certificate, or Special Requirements:

A valid Nevada driver's license and the ability to maintain insurability under the District's Vehicle Insurance Policy.

FLSA: **EXEMPT**
CBA: **NONE**
DEVELOPED: **OCTOBER 31, 2017**