



Employment Opportunity

Marketing Specialist- Department of Recreation and Parks
\$20.04 hourly salary (Grade C10)

40 hour position with a full benefit package

Apply By: Friday, September 6, 2019 @ 5:00 p.m.

GENERAL RESPONSIBILITIES

Develops, coordinates and implements marketing and public relations efforts for the Department of Recreation and Parks under the general direction of the Department Director. Plans, promotes and provides support to department special events.

ESSENTIAL TASKS include the following; other duties may be assigned.

1. Develops, implements and maintains comprehensive marketing plan to support department's mission and goals
2. Develops marketing strategies for programs, classes and events and provides direction to all levels of staff in program marketing and information dissemination
3. Plan, operate and support special events including evenings and weekends as needed
4. Plans and maintains department's online presence and content
5. Creates and communicates relevant and timely material for social media outlets and directs updating of sites as needed
6. Creates content to grow and strengthen the marketing brand and visibility of the Department of Recreation and Parks
7. Address errors and complaints
8. Perform related duties as to specific assignments
9. Any employee may be identified as Essential Personnel during emergency situations
10. Provide service to customers by answering questions, providing information, making referrals, and assuring appropriate follow-through and/or resolution
11. Communicate with managers, supervisors, co-workers, citizens, and others, maintains confidentiality; and represents the County

EDUCATION AND EXPERIENCE

1. Bachelor's degree in Marketing, Public Relations, Communications, Journalism or related field
2. Three years experience in public relations and/or recreation

-OR-

1. Associate of Arts degree in Marketing, Public Relations, Communications, Journalism or related field
2. Five years experience in public relations and/or recreation

A comparable amount of training and experience may be substituted for the minimum qualifications.

CERTIFICATES, LICENSES AND REGISTRATIONS

1. Valid driver's license
2. Requires criminal background check as condition of employment

A Carroll County Government job application is required for this position

Apply on-line: www.carrollcountymd.gov

Call the Carroll County Job Hotline at (410) 386-2020 to request an employment application or call (410) 386-2129 for employment inquiries

Posted: 8/16/19
(20-36)

Carroll County is an equal opportunity employer