Job Title: Marketing Coordinator

Department: Development Services

Immediate Supervisor: Development Services Director

Origination Date:	**03/20/2013**
Revision Date:	
Job Grade	**607**
FLSA Status	**Exempt**

BRIEF DESCRIPTION OF THE JOB:

Researches, coordinates and developments marketing plans, programs, and events which enhance and promote economic vitality within the City.

ESSENTIAL FUNCTIONS:

This information is intended to be descriptive of the key responsibilities of the position. The following examples do not identify all duties performed by any single incumbent.

	Physical Strength Code	ESSENTIAL FUNCTIONS
1	S	Researches and networks within the business and regional economic development organizations; researches and assists target industries and businesses; prepares marketing materials and sends to target industries and businesses; makes marketing presentations; conducts tours; meets with new and existing business representatives; responds to businesses interested in relocating or expansion in the City.
2	S	Plans, schedules and coordinates special events; assist other City departments and divisions in coordinating special events.
3	S	Establishes and maintains relationships with existing and prospective businesses by representing the City as a liaison in local and regional economic development meetings, off-site conferences, trade shows and events. Presents and promotes the City through participation on various economic development committees.
4	S	Writes articles to be placed in City newsletters, fliers and other publications
5	S	Assists with developing and executing the Development Services strategic marketing and public relations plan.
6	S	Assists with web site development and updates. Responsible for the creation and distribution of electronic marketing campaigns designed to support business development, business retention and Development Services.
7	S	Updates, designs, and edits a variety of printed materials including brochures, community profiles and other promotional/marketing materials.
8	S	Performs statistical comparisons and trend analyses to be used in marketing and promotional materials.

JOB REQUIREMENTS:

JOB REQUIREMENTS	
Formal Education/ Knowledge	Work requires broad knowledge in a general professional or technical field. Knowledge is normally acquired through four years of college resulting in a Bachelor's degree or equivalent.
Experience	Minimum three years experience in a related field.
Certifications and Other Requirements	Valid Driver’s License
Reading	Work requires the ability to read municipal contracts, COAC's, yearly reports, and budget expenditure reports.
Math	Work requires the ability to perform general math calculations such as addition, subtraction, multiplication, and division.
Writing	Work requires the ability to write reports, and general correspondence.
Managerial	Job has no responsibility for the direction or supervision of others.
Budget Responsibility	Has no budgetary responsibility.
Policy/Decision Making	Significant - The employee normally performs the job by following established standard operating procedures and/or policies. There is a choice of the appropriate procedure or policy to apply to duties. More complex work as well as decisions with more significant impacts are typically reviewed prior to being finalized.
Technical Skills	Board Application - Work requires a comprehensive, practical knowledge of a technical field with use of analytical judgment and decision-making abilities appropriate to the work environment of the organization.
Interpersonal/Human Relations Skills	High - Interactions at this level usually impact the implementation of policies. Contacts may involve interpretation of how policies are implemented and may require discussion and the support of controversial positions or the negotiation of sensitive issues or important presentations. During interactions on policy implementation, contacts may also involve stressful, negative interactions requiring high levels of tact and the ability to respond to aggressive interpersonal interactions.

City of Goodyear, Arizona

Physical Demands

Frequency Code Scale

N = Never	R = Rarely	O = Occasionally	F = Frequently	C = Constantly
Never occurs	Less than 1 hour/week	Up to 1/3 of the time	From 1/3 to 2/3 of the time	2/3 or more of the time

Physical Demand	Frequency Code (Mark only one)	Description: (Check all that apply)
Standing	☐ N ☐ R ☐ O ☒ F ☐ C	☐ Making presentations ☒ Observing work site ☒ Observing work duties ☒ Communicating with co-workers
Fine Dexterity	☐ N ☐ R ☐ O ☐ F ☒ C	☒ Computer keyboard ☒ Telephone keypad ☐ Calculator ☐ Calibrating equipment
Walking	☐ N ☐ R ☐ O ☒ F ☐ C	☒ To other departments/offices ☒ Around work site
Lifting	☐ N ☐ R ☒ O ☐ F ☐ C	☒ Supplies ☒ Equipment ☐ Files
Carrying	☐ N ☐ R ☒ O ☐ F ☐ C	☒ Supplies ☒ Equipment ☐ Files
Sitting	☐ N ☐ R ☐ O ☒ F ☐ C	☒ Desk work ☒ Meetings ☒ Driving
Reaching	☐ N ☐ R ☒ O ☐ F ☐ C	☒ For supplies ☐ For files
Handling	☐ N ☐ R ☐ O ☒ F ☐ C	☒ Paperwork ☒ Monies
Kneeling	☐ N ☒ R ☐ O ☐ F ☐ C	☒ Filing in lower drawers ☒ Retrieving items from lower shelves/ground
Crawling	☒ N ☐ R ☐ O ☐ F ☐ C	☐ Under equipment ☐ Inside attics/pipes/ditches

Physical Demand	Frequency Code (Mark only one)	Description: (Check all that apply)
Pushing/ Pulling	☐ N ☐ R ☐ O ☒ F ☐ C	☒ File drawers ☒ Equipment ☒ Tables and chairs ☐ Hoses
Climbing	☐ N ☒ R ☐ O ☐ F ☐ C	☒ Stairs ☒ Ladders ☒ Step stools ☐ Onto equipment
Vision	☐ N ☐ R ☐ O ☐ F ☒ C	☒ Reading ☒ Computer screen ☒ Driving ☒ Observing work site
Foot Controls	☐ N ☐ R ☒ O ☐ F ☐ C	☒ Driving ☐ Operating heavy equipment ☐ Operating Dictaphone
Balancing	☐ N ☒ R ☐ O ☐ F ☐ C	☐ On ladders ☒ On equipment ☐ On step stools
Bending	☐ N ☐ R ☒ O ☐ F ☐ C	☒ Filing in lower drawers ☒ Retrieving items from lower shelves/ground ☐ Making repairs
Crouching	☐ N ☐ R ☒ O ☐ F ☐ C	☐ Filing in lower drawers ☒ Retrieving items from lower shelves/ground
Hearing	☐ N ☐ R ☐ O ☐ F ☒ C	☒ Communicating via telephone/radio, to co-workers/public ☐ Listening to equipment
Twisting	☐ N ☐ R ☐ O ☒ F ☐ C	☒ From computer to telephone ☒ Getting inside vehicle
Talking	☐ N ☐ R ☐ O ☐ F ☒ C	☒ Communicating via telephone/radio, to co-workers/public
Other		(Explain)

Physical Demands (continued)

Machines, Tools, Equipment and Work Aids:

Telephone, fax, copier, vehicle,

Computer Equipment and Software:

Computer, printer, scanner, cash register, Microsoft Office, Internet, Naviline, Lotus Notes,

Environmental Factors:

Environmental Conditions	Never	Seasonally	Several Times Per Month	Several Times Per Week	Daily
Extreme temperature (heat, cold, extreme temp. changes from outside work)	☐	☒	☐	☐	☐
Wetness and/or humidity (bodily discomfort from moisture)	☐	☒	☐	☐	☐
Respiratory hazards (fumes, gases, chemicals, dust and dirt)	☐	☐	☒	☐	☐
Noise and vibration (sufficient to cause hearing loss)	☒	☐	☐	☐	☐
Physical hazards (high voltage, dangerous machinery, aggressive prisoners, patients – not customers)	☒	☐	☐	☐	☐

Health and Safety Conditions:

Health and Safety Conditions	N = Never	R = Rarely	O = Occasionally	F = Frequently	C = Constantly
	Never occurs	Less than 1 hour per week	1/3 or more of the time	From 1/3 to 2/3 of the time	2/3 or more of the time
Mechanical hazards	☒	☐	☐	☐	☐
Chemical hazards	☒	☐	☐	☐	☐
Electrical hazards	☒	☐	☐	☐	☐
Fire hazards	☒	☐	☐	☐	☐
Explosives	☒	☐	☐	☐	☐
Communicable diseases	☒	☐	☐	☐	☐
Physical danger or abuse	☒	☐	☐	☐	☐
Other (specify)	☐	☐	☐	☐	☐

Primary Work Location:

☒ Office Environment
☐ Warehouse
☐ Shop
☐ Vehicle
☐ Recreation Centers/Neighborhood Centers
☒ Outdoors
☐ Other (Specify)

_____

Protective Equipment Required:

Sunscreen

Job Demands

Overall Strength Demands:

Overall Strength Demands	
☒ Sedentary	Exerting up to 10 pounds occasionally or negligible weights frequently; sitting most of the time.
☐ Light	Exerting up to 20 pounds occasionally, 10 pounds frequently, or negligible amounts constantly AND/OR walking or standing to a significant degree.
☐ Medium	Exerting 20-50 pounds occasionally, 10-25 pounds frequently, or up to 10 pounds constantly.
☐ Heavy	Exerting 50-100 pounds occasionally, 25-50 pounds frequently, or from 10 up to 20 pounds constantly.
☐ Very Heavy	Exerting over 100 pounds occasionally, 50-100 pounds frequently, or from 20 up to 50 pounds constantly.

Non-physical Demands:

Non-physical Demands	Frequently	Occasionally	Rarely	Never
Time Pressures	☐	☒	☐	☐
Emergency Situations	☐	☐	☐	☐
Frequent Change of Tasks	☐	☒	☐	☐
Irregular Schedule/Overtime	☐	☒	☐	☐
Performing Multiple Tasks Simultaneously	☐	☒	☐	☐
Working Closely with Others as Part of a Team	☒	☐	☐	☐
Tedious or Exacting Work	☐	☐	☐	☒
Noisy/Distracting Environment	☐	☐	☒	☐
Other (Describe below.)	☐	☐	☐	☐

EXPECTED BEHAVIOR:

Staff – Expected Behavior

The employee is expected to embrace, support, and promote the City's values, beliefs, and culture
Which include but are not limited to the following:

- Be positive. Do not participate in gossip
- Maintain confidentiality
- Walk the talk – uphold and live the Goodyear culture
- Encourage positive feedback
- Be accountable – submit responses to all requests for information by due date and meet deadlines
- Support a learning culture
- Be on time for all meetings
- Create and implement ethical standards for your worksite
- Be fiscally responsible

- Support the City's values and mission
- Let common sense prevail
- Be visionary – anticipate issues
- Support organizational change
- Establish and maintain positive and effective working relationships with co-workers, supervisors, subordinates, contractors and vendors
- Understand City policies and procedures, make rational decisions/recommendations in accordance with established policy.
- Work in a safe manner and report unsafe activities and conditions. Follow the City-wide safety policy and everyone's responsibility. Make it a critical part of the day to day operations.
- Foster teamwork and actively participate on teams and in City activities
- Lead by example
- Provide outstanding customer service to internal and external customers

These traits are not basic job requirements but are expected behavior. Other duties and responsibilities will be performed as assigned.

SIGNATURES—REVIEW AND COMMENT:

I have reviewed this job analysis and its attachments and find it to be an accurate description of the demands of this job.

	_____	_____
	Signature of Employee	Date
_____	_____	_____
Job Title of Supervisor	Signature of Supervisor	Date
_____	_____	_____
Job Title of Department Director	Signature of Department Director	Date

Comments:_____

_____

_____

The above statements are intended to describe the general nature and level of work being performed by individuals assigned to this job. They are not intended to be an exhaustive list of all responsibilities, duties, and skills required of personnel so classified in this position. This job description is subject to change as the needs and requirements of the job change.