



## TOWN OF SURFSIDE MARKETING AND SPECIAL PROJECTS COORDINATOR

**DEPARTMENT:** TOURISM SERVICES / TOURIST RESORT      NON -EXEMPT

### **GENERAL DESCRIPTION:**

Under the administrative direction of the Tourism Director, the Marketing and Special Projects Coordinator assists with the planning and coordinating of marketing activities and special events with a focus on creating a vibrant, exciting destination for both visitors and residents while driving awareness of the Town of Surfside. The Coordinator collaborates closely with outside agencies, various Town departments, community businesses and organizations, committees, boards, Elected Officials and the general public to ensure delivery of the yearly marketing plan as well as special projects.

Activities include public relations, marketing and promotions, business communication, social media administration, digital application management, and organizing promotional activities and campaigns. The Marketing and Special Projects Coordinator is responsible for the preparation and development of information to enhance tourism and the Town's communication platforms.

### **ESSENTIAL JOB FUNCTIONS:**

1. Assists the Director with overseeing creation, production, and implementation of all marketing communications, such as: website, social medial, brochures, public signage and event signage as it pertains to the department.
2. Assists the Director with development, management and/or execution of key project. Plans and implements associated tactical plans as identified by the Tourist Board.
3. Communicates with supervisor, employees, other departments, customers/users, technical personnel, vendor representatives, the public, outside agencies, and other individuals as needed to coordinate work activities, review status of work, exchange information, and/or resolve problems.
4. Maintains a working knowledge of a variety of computer operating systems and software programs associated with work activities, which may include but not limited to: Microsoft Office (Word, Excel, PowerPoint, etc.), Photoshop, desktop publishing, presentations, communications, internet and email.
5. Assists the Director with planning and organizing various events including: creative themes, logistics, media coordination, advertising, publicity, community outreach, budgets and timelines.
6. Assists the Director with the maintenance of the Town's website, Channel 93, social media and Town issued newsletter (Town communications platforms); performs daily and weekly updates insuring the content complies with ADA guidelines as an example.
7. Assists the Director with generating various complex and specialized correspondence, articles, memos agendas, orders, reports, forms manuals, or other relevant materials.
8. Assists the Director with maintaining working rapport with hotel management, merchants, and restaurants to encourage and develop participation in promotions and events.

9. Assists the Director with responses to requests from visitors, the business community and general public evaluating and ensuring appropriate assistance.
10. Assists the Director with maintaining current knowledge of related trends and developments to assist with generating ideas, researching, fact-finding, coordinating and preparing reports to expand existing markets as well as develop new marketing opportunities for the community.
11. Analyzes monthly website statistics to determine the total number of visitors and pages visited, which pages are visited, etc. and recommend enhancements and changes.
12. Writes, design, publish and distribute various newsletters and social media messages to visitors, residents, Town staff, businesses, and merchants on a regular and ongoing basis while upholding the visitor's social media policy.
13. Manages and conduct targeted public awareness and information programs related to specific publicity-sponsored and special town projects.
14. Assembles lists of relevant visitors, residents and businesses; establishes mechanism for providing updated and timely communication.
15. Writes correspondence as directed.
16. Conducts various research as directed.
17. Functions as the Town's liaison between visitors, residents and businesses to address concerns and challenges.
18. Attends all related meetings; plans and conducts meetings with affected constituencies.
19. Responds to media inquiries as related to implementation of projects if directed.
20. Plans and coordinate presentations, meetings, grand openings, celebration parties and press conferences in coordination with other Town departments.
21. Performs other duties as assigned.

(These essential job functions are not to be construed as a complete statement of all duties performed. Employees will be required to perform other job related marginal duties as required.)

**MINIMUM QUALIFICATIONS:****KNOWLEDGE, ABILITIES AND SKILLS:**

- Strong communications, interpersonal and presentation skills with ability to communicate clearly, effectively and proficient both verbally and in writing.
- Basic knowledge of journalism, advertising, marketing, public relations, event management and social media principles and practices
- Knowledge of operational characteristics, services and activities of tourism, economic development and community services.
- Knowledge of and strong ability to plan, develop and manage special events.
- Ability to develop a marketing and public relations strategies for events and community enhancement including the use of social media.
- Ability to research, write and edit interesting and informative news releases, pamphlets, brochures, etc.
- Knowledge of Branding and ability to edit, analyze and evaluate information material prepared by others as it relates to content management and brand conformity.
- Ability to establish and maintain effective working relationships with Town administration, staff and officials, other government officials, community groups, and the general public. Respond to their issues, concerns and needs.
- Ability to provide administrative and professional assistance with minimal supervision.
- Knowledge of traditional and digital marketing tools, including, but not limited to: web content management and social media administration techniques.

- Strong problem solving and project management skills with demonstrated abilities to set priorities and exceed expectations.
- Innovative and creative thinker with a keen attention to detail.
- Flexible and open to changing priorities and managing multiple tasks simultaneously within compressed timeframes.
- Ability to create and/or edit collateral, PowerPoint, newsletters, targeted emails, and presentation materials.
- Proficiency in spoken and written Spanish desired.

**EDUCATION AND EXPERIENCE:**

Bachelor's degree and five (5) years of work related experience preferred. Exceptional writing, and editing skills, knowledge of Microsoft office suite, and Photoshop.

(A comparable amount of training, education or experience can be substituted for the minimum qualifications.)

**LICENSES, CERTIFICATIONS OR REGISTRATIONS:**

Valid Florida Driver's License (required)

**ESSENTIAL PHYSICAL SKILLS:**

- Moderate (15 to 45 pounds) lifting and carrying.
- Walking.
- Standing.
- Driving.
- Equipment operation.
- Bending and kneeling.

**ENVIRONMENTAL CONDITIONS:**

- Work is conducted inside and/or outside an office environment.
- The noise level in the work environment can be moderately noisy.
- Moderate (15 to 45 pounds) lifting and carrying
- Standing, Driving

(Reasonable accommodations will be made for otherwise qualified individuals or independent contractors with a disability.)

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Revision History: New 7/1/14; 9/18/15; 11/3/17

This job description does not constitute an employment agreement between the Town of Surfside and the employee or independent contractor. It is used as a guide for administrative actions and is subject to change by the Town as the needs of the Town and requirements change.

Approved:

*Acting*  
Town Manager's Signature: *Davies*