

CITY OF IRONWOOD

FIND YOUR NORTH MARKETING STRATEGIST, COMMUNITY DEVELOPMENT DEPARTMENT

General Summary

The Find Your North Marketing Strategist assists the Community Development Director in all duties and responsibilities of the Community Development Department. This position is assigned to support marketing efforts directed by the Ironwood Tourism Council in partnership with the City of Ironwood.

Supervision Received

Work is performed under the supervision of the Community Development Director. Assignments to assist other City Departments may be made by the primary supervisor.

Essential Duties and Responsibilities

An employee in this position may be called upon to do any or all of the following: (**Does Not** include **all** tasks employee may be expected to perform).

1. Assist and coordinates the work of the department to support the efficient functioning of the assigned board. Duties in this regard, include but are not limited to mailing/emailing meeting notices and agendas to board members, taking minutes at meetings, ensuring that minutes and other official documents are properly recorded and filed.
2. Assist with creating professional brochures, reports, and other written information, as needed to support various programs and projects.
3. Assist with creating digital and printed content for marketing the Find Your North brand.
4. Assist in maintaining the City of Ironwood website.
5. Assist in social media and email marketing to promote the Find Your North brand.
6. Assist with writing grant applications and administration.
7. Attend meetings, workshops and conferences related to the department as necessary.
8. Provide logistical support for the Community Development Director in all matters outlined above and all other matters and duties as assigned.
9. Assist in preparation of agendas and assemble related material for dissemination for the Ironwood Tourism Council meetings.
10. Type and distribute minutes of the Ironwood Tourism Council and other assigned City boards from time to time.

11. Assist in carrying out administrative detail and process routine administrative matters for the Ironwood Tourism Council.
12. Prepare a variety of correspondence, records and reports using Microsoft Office programs along with other necessary computer programs.

Minimum Qualifications

- Education and Experience:
 1. Graduation from high school education or GED equivalent is required.
 2. A technical or 4-year degree or some education beyond High School is preferred but not required.
- Necessary Knowledge, Skills and Abilities:
 1. Provide excellent customer service and maintain good public relations.
 2. Understand how to manage websites.
 3. Proficient in Adobe InDesign.
 4. Proficient in graphics design techniques.
 5. Proficient in social media and e-mail marketing techniques.
 6. Knowledge of modern office procedures and practices.
 7. Ability to understand and comprehend policies and regulations.
 8. Proficient in typing with excellent spelling and grammatical skills.
 9. Knowledge and proficiency with relevant software applications (word processing).
 10. Experience in working with a personal computer with word processing, database, spreadsheet, filing, office machines, bookkeeping, accounting and related commercial subjects.
 11. Skill in establishing and maintaining effective working relationships with supervisors, City Officials, co-workers, clients and the public.
 12. Ability to work independently and be self-directed.
 13. Ability to work in a team environment.
 14. Ability to perform efficiently under demand.

Preferred Qualifications

1. Proficient in web design.
2. Proficient in Adobe Creative Suite.
3. Understand how to use Google Analytics.

Other Requirements

1. Demonstrated ability to maintain interpersonal, customer service and oral/written communication skills with the public, and City Staff.

2. Demonstrated knowledge of property grammar, spelling and punctuation.
3. Demonstrated ability to meet deadlines.
4. Demonstrated ability to independently organize and prioritize work assignments.
5. Demonstrated ability to work with accuracy and attention to detail.

Materials and Equipment Used

1. Standard computer software including, but not limited to, Microsoft Office, Adobe InDesign.
2. Telephone.
3. Standard office equipment to perform clerical tasks.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to use hands to finger, handle, feel or operate objects, tools, or controls and reach with hands and arms. The employee frequently is required to stand and talk or hear. The employee is occasionally required to walk; sit; climb or balance; stoop, kneel, crouch, or crawl; and smell.

The employee must frequently lift and/or move up to 25 pounds and occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception, and the ability to adjust focus.

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee primarily works in an office setting. The employee may be required to travel outside of the office, which may cause exposure to temperature changes and inclement weather.

The noise level in the work environment is usually moderately quiet in office settings.

The qualifications listed above are intended to represent the minimum skills and experience levels associated with performing the duties and responsibilities contained in

this job description. The qualifications should not be viewed as expressing absolute employment or promotional standards, but as general guidelines that should be considered along with other job-related selection or promotional criteria.