

City of Lockhart, Texas

JOB DESCRIPTION

To perform this job successfully, an individual must be able to perform the essential job functions satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the primary job functions herein described. Since every duty associated with this position may not be described herein, employees may be required to perform duties not specifically spelled out in the job description, but which may be reasonably considered to be incidental in the performing of their duties just as though they were actually written out in this job description.

Marketing Specialist / Office Manager

Department: Economic Development

Pay Grade: 108

FLSA Status: Non-Exempt

JOB SUMMARY

The Marketing Specialist/Office Manager provides administrative and secretarial support services to the Economic Development Director and creates, manages, and implements marketing campaigns and initiatives for the Lockhart Economic Development Corporation. It also assists with economic development recruitment efforts and manages the administrative support functions for the Lockhart Economic Development Corporation (LEDC) and performs various administrative tasks. Tasks may include creating print and digital marketing products, performing research, managing website and social media accounts, preparing reports and correspondence, general administrative duties, and other assignments and projects as necessary.

ESSENTIAL JOB FUNCTIONS

- Provides administrative management support to the daily operations of the LEDC.
- Manages departmental phone lines, greeting visitors and answering inquiries from the public, and processing incoming mail.
- Schedules and coordinates meetings.
- Performs clerical support duties for departmental employees as requested to include but not limited to copying, faxing, typing, and filing.
- Oversees records management administration for department.
- Monitors departmental budgets and processes LEDC financials for processing as assigned.
- Manages preparations for LEDC Board of Directors Meetings which include meeting minutes and preparing final resolutions for distribution, signature, and filing.
- Manages the LEDC's social media presence through daily posts and coordinating social media marketing campaigns.
- Manages the LEDC website ensuring that all data and information is kept up-to-date.
- Assists with the planning and organizing of events hosted by the LEDC.
- Creates, manages and implements all LEDC marketing campaigns and initiatives

- Works with staff to plan and coordinate lead generation and marketing related events
- Assists with researching and maintaining data relevant to economic development efforts.
- Prepares and coordinates distribution of press releases and other various types of marketing material related to the LEDC's mission.
- Assists with the completion of Requests for Information (RFI) from the Governor's Office Economic Development Division, site consultants, brokers, developers and other prospects.
- Assists with economic development recruitment projects including research, financial data analysis and management, contract development and preparation of development agreements, agenda materials, promotional items
- Performs such other duties as be assigned.

QUALIFICATIONS

Education and Experience:

Bachelor's degree in related field, or its equivalent; knowledge of Microsoft Office Suite; knowledge of Adobe Creative Suite, or its equivalent; knowledge of basic marketing principals and techniques; specialized training or experience working in an Economic Development setting is preferred.

Licenses or Certifications:

- Possess and maintain a valid Texas driver's license with an acceptable driving record.

Special Requirements:

- Ability to regularly attend work on time and remain for the duration of the workday.
- Ability to maintain regular, reliable in-person attendance.
- Type forty-five (45) words per minute (wpm).

Knowledge, Skills and Abilities:

- Knowledge of modern office practices.
- Knowledge of basic principles of economic development, economic development recruitment programs, economic development programs, initiatives and activities, public relations, research and analysis of date.
- Knowledge of financial analysis, municipal budgeting techniques, current qualitative and quantitative research applications, tools and methodologies.
- Skill in communicating with others, both verbally and in writing.
- Skill in using Office and department software.
- Skill in organizing.
- Skill in writing clear and concise messages and writing reports/correspondence.
- Skill in typing.
- Skill in providing good customer service.
- Skill in performing basic math computations including addition, subtraction, multiplication, and division.
- Ability to maintain workplace confidentiality.
- Ability to accept and follow instructions.
- Ability to develop outside resources.
- Ability to work with others.
- Ability to analyze situations and determine best course of action.

- Ability to communicate orally and in writing.
- Ability to write reports.
- Ability to meet deadlines.
- Ability to perform work accurately in a detail-oriented environment.
- Ability to solve problems.
- Ability to establish working relationships with other City staff, business organizations, other agencies, and the public.

PHYSICAL DEMANDS

The work is light work. The employee is frequently required to apply 10 pounds of force to move objects. The employee is occasionally required to exert up to 20 pounds of force to move objects. Additionally, the following additional physical abilities are required (Demand Code: C=Continuously, F=Frequently, O=Occasionally, R=Rarely):

R	• Balancing: Maintaining equilibrium to prevent falling while walking, standing, or crouching.
R	• Climbing: Ascending, descending ladders, stairs, and ramps; requiring body agility.
R	• Crawling: Moving about on hands, knees, or hands and feet.
R	• Crouching: Bending the body downward and forward by bending leg and spine.
C	• Handling: Picking, holding, or otherwise working, primarily with the whole hand.
C	• Hearing 1: Perceiving the nature of sounds at normal speaking levels with or without correction; receiving detailed information through oral communication; and making the discrimination in sound.
R	• Hearing 2: Receiving detailed information; making discrimination in sound
O	• Kneeling: Bending legs at knee to come to a rest on knee or knees.
F	• Lifting: Raising objects from a lower to a higher position or moving objects horizontally from position-to-position, occurring to a considerable degree; requiring substantial use of upper extremities and back muscles.
C	• Manual Dexterity: Picking, pinching, typing, or otherwise working, primarily with fingers rather than with the whole hand as in handling.
F	• Mental Acuity: Making rational decisions through sound logic and deductive processes.
O	• Pulling: Using upper extremities to exert force in order to draw, haul, or tug objects in a sustained motion.
O	• Pushing: Using upper extremities to press against something with steady force in order to thrust forward, downward, or outward.
C	• Reaching: Extending hand(s) and arm(s) in any direction.
R	• Repetitive Motion: Substantially moving the wrist, hands, and/or fingers.
F	• Speaking: Expressing or exchanging ideas by means of the spoken word including the ability to convey detailed or important spoken instructions to others accurately and concisely.
F	• Standing: Being erect particularly for sustained periods of time.
C	• Talking 1: Expressing or exchanging ideas by means of the spoken word including those activities in which they must convey detailed or important spoken instructions to other co-workers accurately, loudly, or quickly.
C	• Visual Acuity 1: Having close visual acuity to perform an activity such as: preparing and analyzing data and figures; transcribing; viewing a computer terminal; and/or reading extensively.

R	• Visual Acuity 2: Verifying color, depth perception, or field of vision.
R	• Visual Acuity 3: Determining accuracy or neatness; observing facilities/structures.
R	• Visual Acuity 4: Having visual acuity to operate motor vehicles/heavy equipment.
F	• Walking: Moving about on foot to accomplish tasks, particularly for long distances, or moving from one work site to another.

WORK ENVIRONMENT

Work is mainly performed in a relatively safe and secure work place and inside a climate-controlled environment; sometimes performed outside as necessary; and requires sensitivity to change and responsiveness to changing goals.

The City of Lockhart has the right to revise this job description at any time. This description does not represent in any way a contract of employment.

Employee Signature

Date

Supervisor (or HR) Signature

Date