

City of Allentown  
Position Description

Class Title: Marketing & Social Media Manager  
Grade Number: 10N  
Department: Community & Economic Development  
Bureau: CED  
Union: None

**GENERAL PURPOSE**

Performs a variety of professional work in the implementation of a City-wide program. Coordinates and Markets events designed to create a positive experience for citizens and to attract visitors to the city. Marketing & Social Media Manager is responsible for helping to implement the CED and the city's Social Media strategy and ensuring that the materials created and media used support the overall communications strategy, reflect the city's brand identity and comply with the privacy and security requirements for the city and its citizens information.

**SUPERVISION RECEIVED**

Works under the supervision of the Business and marketing Manager.

**SUPERVISION EXERCISED**

Exercise supervision contract administrators, program and event managers and volunteers.

**ESSENTIAL DUTIES AND RESPONSIBILITIES**

- A. Administrate the creation and publishing of relevant, original, high-quality content (for all channels and ads)
- B. Create a regular publishing schedule and promote content through social advertising.
- C. Design and implementation of a "Marketing & Advertising Plans," including oversight and use of the city's electronic billboards.
- D. Design marketing materials, press releases, and website development for programs and events opportunities.
- E. Manage the City's Facebook, Twitter, and other Social Media sites. Researches best practices and assists with development of an overall social media policy and annual plan and goals.
- F. Identify and improve organizational development aspects that would improve content (ie: employee training, recognition and rewards for participation in the city's marketing and online review building).

- G. Manage website and microsites
- H. Keep abreast of new developments in the field of marketing, recreation and public events through regular training and professional development.
- I. Design and oversee the production of city publication; including submission of seasonal leisure activities by many non-profit partners.
- J. Identify, evaluate, report, and provide meaningful strategy recommendations to improve KPIs.
- K. Prepares and presents educational programs to neighborhood groups to encourage proper permitting of events and programs in public spaces.
- L. Works with school principals, maintenance staff, teachers, students, community and private organizations to provide City-wide events for individuals of all ages and abilities.
- M. Represents the City and the Department of Community & Economic Development at community fairs, neighborhood community meetings and other events.
- N. Produces and conducts surveys and essential functions related towards marketing, recreational and events development.
- O. Performs work in all types of weather and enforces rules of facilities, equipment use and programs.
- P. Evaluates events on an annual basis, using feedback to improve.
- Q. Meets the attendance requirements of the position, which calls for a flexible work schedule, including evenings, weekends and holidays.
- R. Works closely with other staff and volunteers to ensure all fields and facilities are prepared and set up properly for concerts and special events, etc.
- S. Provide quality and effective customer service with courtesy and understanding to city customers, citizens and internal departments.
- T. Performs other related work as required.

#### QUALIFICATIONS AND EXPERIENCE

- A. Possesses knowledge and experience in the tenets of traditional marketing. Marketing degree is welcomed but not required with relevant work experience.

- B. Demonstrates creativity and documented immersion in social media. (Give links to profiles as examples).
- C. Proficient in content marketing theory and application.
- D. Experience sourcing and managing content development and publishing.
- E. Exhibits the ability to jump from the creative side of marketing to analytical side, able to demonstrate why their ideas are analytically sound.
- F. Displays in-depth knowledge and understanding of social media platforms, their respective participants (Website, Facebook, Twitter, Instagram, YouTube, Pinterest etc.) and how each platform can be deployed in different scenarios.
- G. Maintains excellent writing and language skills.
- H. Enjoys a working knowledge of the blogging ecosystem relevant to the city.
- I. Displays ability to effectively communicate information and ideas in written and video format.
- J. Practices superior time management.
- K. Is a team player with the confidence to take the lead and guide other employees when necessary. (i.e.: content development, creation and editing of content, and online reputation management).
- L. Makes evident good technical understanding and can pick up new tools quickly.
- M. Maintains a working knowledge of principles of SEO including keyword research and Google Analytics. Highly knowledgeable in the principles of "Search and Social".
- N. Demonstrates winning Social Customer Service techniques such as empathy, patience, advocacy and conflict resolution.
- O. Possesses great ability to identify potential negative or crisis situation and apply conflict resolution principles to mitigate issues.

## TOOLS AND EQUIPMENT USED

Requires intensive daily use of personal computer and other office equipment.

## 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 constantly required to sit and talk or hear. The employee is required to walk on uneven ground; use hands to finger, handle, or feel objects, tools, or controls; and reach with hands and arms. Performs work outdoors in various weather conditions. Must have stamina to occasionally stand and walk for a minimum of four (4) hours.

The employee must occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision and the ability to adjust focus. Employee must possess a valid Pennsylvania driver's license.

## 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.

The noise level in the work environment is usually quiet but can become loud when out at events and programs.

## SELECTION GUIDELINES

Formal application, rating of education and experience; oral interview and reference check; job related tests may be required.

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.