



Title: Marketing and Promotions Coordinator II
Job Code: 8005
Pay Range: 322
FLSA Status: Exempt – Professional, Creative

Employee Group: Non-Represented
Established: 4/15/2015
Revised:
EEO Category: Professionals

CLASSIFICATION DESCRIPTION

Provide advanced marketing support and guidance for all events occurring in the venues. Design digital graphics for all events and websites, maintain social media accounts and sell advertising space, marketing services and sponsor opportunities.

Positions in this classification include:

- Marketing and Promotions Coordinator II – Digital Graphic Design and Website Management
- Marketing and Promotions Coordinator II – Digital and Social Media
- Marketing and Promotions Coordinator II – Advertising and Sponsor Solicitation

A location may have only one incumbent performing the work and other locations may have a team working together.

DISTINGUISHING FEATURES

This series classification includes Marketing and Promotions Coordinator I and Marketing and Promotions Coordinator II. The Marketing and Promotions Coordinator I assists with the work performed by the Marketing and Promotions Coordinator II. Increased levels of independence, responsibility, specialized knowledge, and complexity characterize the different levels in this series.

DUTIES AND RESPONSIBILITIES

1. Ensures all events, including in-house presentations, are being appropriately promoted at the venue level, including websites, social media pages, poster displays, brochures, marquee listings, digital sign listing and any other applicable promotion source.
2. Develops and manages digital graphic design projects; creates original graphic designs, layout, type-setting, logos and illustrations for print, website, and multimedia, including digital signs.
3. Coordinates and manages the production of promotional materials.
4. Creates digital files in multiple formats for web, social media and targeted marketing emails.
5. Manages and organizes graphics archives; categorizes and tracks various projects; provides secure storage and backup for all data.

6. Monitors print jobs project budget and advises management on budget requirements for print production; works with vendors to control cost on print projects.
7. Strategizes with marketing team and marketing director to promote events at the venue in the community.

Marketing and Promotions Coordinator – Digital Graphic Design and Website Management

In addition to the duties and responsibilities above, the Marketing and Promotions Coordinator – Digital Graphic Design and Website Management:

1. Manages and maintains the organization's website; writes, designs and edits web page content; ensures venue and sponsor-generated content on website is current and accurate; works with presenters and promoters to ensure that event content is current and accurate.
2. Manages, maintains and updates email subscribers list; manages email platform and works with provider on updates and improvements.
3. Designs, builds and sends targeted emails; strategizes with promoters and other presenters to determine delivery date, demographics and establish marketing service fees.
4. Provides accurate content (images, video clips, photos, etc.) to others in marketing department for use in social media campaigns and other collateral; provides similar content to ticketing vendor and other vendors to be used for marketing and promoting venue(s).
5. Creates and edits video content including clips for use on website and loops for use in venue lobby or on other promotional screens.
6. Designs, creates and edits various graphic promotional and display materials, such as advertising materials, web banners, event programs, posters, handbills and other promotional collateral, including images for digital signs.
7. Designs, creates and edits special projects requested by manager including advertising packets, brochures and other special projects.
8. Facilitates sales of marketing services to promoters and other clients.
9. Manages and guides branding practices of the venues.
10. Provides website and ticketing analytics; tracks performance of targeted marketing email.
11. Coordinates work with promoters, vendors and other departments ensuring accurate and timely completion of projects; coordinates with promoters and presenters to obtain all necessary, most recent and accurate marketing materials.
12. Provides event information and general assistance via email and phone requests; provides assistance to volunteers when necessary.
13. Provides assistance to other positions in the job series when necessary or directed by manager; includes updating and managing social media pages, advertising sales, creation of press releases and other duties as assigned.
14. Develops forms for online gift certificates and updates online gift shop as needed.
15. Strategizes with marketing team to develop and implement marketing plans for specific events and other presentations.

Marketing and Promotions Coordinator – Digital and Social Media

In addition to the duties and responsibilities above, the Marketing and Promotions Coordinator – Digital and Social Media:

1. Manages venue(s) and organization's social media pages; provides and edits content; prepares social media calendars and sends to recipients.
2. Creates and edits press releases for all necessary events and distributes to media list. Updates media list when necessary.
3. Establishes and maintains contact with local and national media outlets.
4. Writes copy for pages on website. Distributes news releases to local media and Metro.
5. Strategizes with marketing team to facilitate sales of marketing services to promoters and other clients.
6. Creates marketing packets clients when necessary.
7. Provides social media analytics and analysis.
8. Oversees creation of various promotional and display materials, such as calendar of events brochure, advertising materials, and special projects.
9. Coordinates work with promoters, vendors and other departments ensuring accurate and timely completion of projects; includes coordination of ticket presale, on sale and critical updates to events within the websites and targeted marketing emails.
10. Provides customer service to patrons and clients when necessary via social media outlets. Distributes customer questions and comments to appropriate managers.
11. Provides event information and general assistance via email and phone requests.
12. Provides assistance to other positions in the job series when necessary or directed by manager; includes providing content and updating websites, manages and delivers targeted emails to subscribers, and other duties as assigned.
13. Remains current with all the latest developments and trends in social media marketing and its use in marketing performing arts events.
14. Strategizes with marketing team to develop and implement marketing plans for events and other presentations.

Marketing and Promotions Coordinator – Advertising and Sponsor Solicitation

In addition to the duties and responsibilities above, the Marketing and Promotions Coordinator – Advertising and Sponsor Solicitation:

1. Facilitates, coordinates and manages sales of marketing services to promoters and other clients.
2. Facilitates, coordinates and manages sales of advertising space in venue controlled collateral including programs, email, web pages, tickets, posters, print advertisements, etc.; organizes and creates advertising sales packets for distribution to potential clients.
3. Facilitates, coordinates and manages sales of sponsorship opportunities for events; oversees creation of sponsor opportunity packets.
4. Creates and manages customer surveys; delivers surveys to approved customer list; organizes and delivers results to marketing team.
5. Oversees marketing messaging and event listings on digital signs in all venues.

6. Manages or assists with the design and creation of various promotional display materials, such as calendar of events, brochures, advertising material, programs and special projects when necessary.
7. Coordinates with marketing and promotions team, vendors and other departments ensuring accurate and timely completion of projects.
8. Ensures all upcoming event posters are displayed throughout all facility locations; works with marketing team, and when necessary event promoters, to obtain any necessary show information, including posters, handbills and other collateral; and organizes and updates brochures racks in all buildings.
9. Provides event information and general assistance via email and phone requests and provides customer and client services when necessary.
10. Strategizes with marketing team to develop and implement marketing plans for events and other presentations.
11. Designs, updates and delivers advertising agreements to clients; processes agreements and uploads into document storage.

It is the responsibility of all Metro employees to:

1. Actively participate on committees and/or attend meetings as assigned.
2. Fulfill Metro's core values of public service, excellence, teamwork, respect, innovation and sustainability. This includes, but is not limited to:
 - Build and maintain positive relationships and contribute to a positive team atmosphere; engage others in ways that foster respect and trust
 - Encourage and appreciate diversity in people and ideas – seek to understand the perspectives of others
 - Provide excellent customer service – assist the public, public officials and agency partners, and other employees in a professional and courteous manner with the goal of meeting or exceeding expectations
 - Practice continuous improvement - research new possibilities, contribute ideas and stay current in field of work
 - Demonstrate sustainable practices in applicable field and generally for resource use and protection
 - Work assigned schedule (if applicable); exhibit regular and predictable attendance
 - Practice safe work habits
 - Comply with Metro and Metro's visitor venues policies, procedures and applicable work rules; applicable law and collective bargaining agreements as appropriate
3. Perform assigned duties during an emergency situation.
4. Perform other duties as assigned.

JOB SPECIFICATIONS

Education/Licensing and Work Experience:

Marketing and Promotions Coordinator – Digital Graphic Design and Website Management

- Bachelor's degree in Marketing/Communications with an emphasis in digital graphic

- design, web design or in a related field, and
- A minimum of three (3) years of experience in concert marketing/digital graphic design, including web design responsibilities, targeted email marketing, brand management, image editing, video editing, copy writing, or
- Any combination of education and experience that provides the necessary knowledge, skills, and abilities to perform the classification duties and responsibilities

Marketing and Promotions Coordinator – Digital and Social Media

- Bachelor's degree in Marketing/Communications with an emphasis in social media and digital marketing and
- A minimum of three (3) years of experience in concert/event marketing, with an emphasis in social media marketing and public relations, or
- Any combination of education and experience that provides the necessary knowledge, skills, and abilities to perform the classification duties and responsibilities

Marketing and Promotions Coordinator – Advertising and Sponsor Solicitation

- Bachelor's degree in Marketing/Communications or related field, and
- A minimum of three (3) years of experience in concert/event marketing, advertising and sales, or
- Any combination of education and experience that provides the necessary knowledge, skills, and abilities to perform the classification duties and responsibilities

Knowledge, Skills and Abilities:

- Promotional design principles
- Layout, composition, color theory, web standards, and website accessibility initiatives
- HTML, Drupal (or similar CMS), Adobe Creative Suite (Photoshop, InDesign, Illustrator)
- Database management
- Basic project management
- Interacting and coordinating work with others
- Communicate clearly and concisely, both orally and in writing
- Work independently and as a member of a team
- Follow direction, prioritize and manage multiple deadlines and priorities
- Establish and maintain effective, cooperative relationships with those contacted in the course of work
- Work effectively with information management systems, and adapt quickly to system changes and updates
- Perform all position essential duties and responsibilities

- Fulfill Metro’s core values of public service, excellence, teamwork, respect, innovation and sustainability
- Work assigned schedule and exhibit regular and predictable attendance
- Work in a safe manner and follow safety policies, practices and procedures
- Comply with Metro and Metro’s visitor venues policies, procedures and applicable work rules; applicable law and collective bargaining agreements as appropriate

Additional Requirements:

- Successfully pass the background check and screening requirements required for the position

SUPERVISION RECEIVED

Supervision is given by the Director or Manager

SUPERVISION EXERCISED

These positions do not have supervisory responsibilities but may provide leadership and guidance to assist with orientation of new members of the work group.

RELATIONSHIPS/CONTACTS

Marketing and Promotions Coordinators work together as a team to promote events within the venues. Each individual job also has contacts related to the work being done for the event or for marketing and advertising.

TOOLS AND EQUIPMENT; PROTECTIVE CLOTHING

WORK ENVIRONMENT

- The majority of the work is completed in a general office environment with exposure to moderate levels of noise in a well-lit, well-ventilated and moderately paced environment.
- Continuously required to read computer screen; perform repetitive motions of hands and wrists; see and/or respond to visual cues.
- Rarely required to stand and/or walk for extended periods of time; sit for extended periods of time; bend, climb and/or balance; reach with hands and/or arms; lift, push, pull and/or carry objects up to 25 pounds; work in outdoor weather conditions.

The classification description indicates the general nature and level of work of positions grouped within this classification; it is not intended to be a comprehensive inventory of all duties and responsibilities, job specifications, work environment or other characteristics of a specific position. The classification description is not an employment agreement between the employee and Metro or Metro’s visitor venues and is subject to change by Metro. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the

essential functions.