



OUR VISION:

To be the acknowledged leader in public assembly venue management in the region

OUR MISSION:

To enhance the livability and economic vitality of the metropolitan region through sound stewardship, expert management and creative development of the region's public assembly venues

OUR VALUES:

Respect ~ Excellence ~ Teamwork ~ Innovation ~ Community

Job Title	Marketing and Web Services Manager	Bargaining Unit	Non-represented
Functional Job Family	Sales and Marketing	Classification #	8028
FLSA	<input checked="" type="checkbox"/> Exempt – Professional, Creative <input type="checkbox"/> Non-Exempt	Salary Grade #	324
Position Status	<input checked="" type="checkbox"/> Full-time <input type="checkbox"/> Part-time	Revision Date	May 2007

Classification Description:

Manage and coordinate media services for the production of marketing materials such as advertising, promotional publications, and website content. Act as system administrator, webmaster and applications developer for the facility's public website, electronic signage system and e-commerce services.

Duties and Responsibilities:

To perform this job successfully, an individual must be able to perform each essential duty and physical demands satisfactorily with or without a reasonable accommodation.

1. Manages the facility's media services functions; participates in the development, implementation and administration of the marketing strategic plan.
2. Oversees the development and design of marketing and promotional materials, publications, electronic displays and website content; supervises the work of the marketing and graphic design staff and contracted services.
3. Reviews and approves all content of advertising, television and radio copy, and various other publications; serves as editor of the facility newsletter and annual report.
4. Oversees the design of branding and advertising to ensure it is aligned with the facility's mission.
5. Develops and monitors department budget; oversees and manages expenditures; manages and coordinates procurement of equipment and contracted services.
6. Oversees the programming, installation, and upgrading of the operating system, hardware, and applications; monitors system and software performance and troubleshoots issues; identifies opportunities for system performance improvements; administers e-commerce services.



7. Develops and administers website design and application for locally hosted website, including graphic design, copy writing of advertising and website content and electronic direct marketing.
8. Provides technical advice to the IT department, management group and operations personnel.

Secondary Functions:

1. Provides back-up to marketing division functions as necessary.
2. Other duties which may be necessary or desirable to support the agency's success.

Supervisory Responsibilities:

This position no direct supervisory responsibilities but may provide guidance to other employees.

Education and/or Experience; Certificates, Licenses, and Registrations:

- Bachelor's Degree in graphic design, marketing, art, or a related field, and
- A minimum of five (5) years of experience in web design and development and/or graphic design in a project-based environment, and
- A minimum of two (2) years of supervisory/management experience, or
- An equivalent combination of education, experience and training that would provide the knowledge, skills and abilities required for the successful performance of the essential job duties.

Knowledge, Skills and Abilities:

- Principles and techniques of web design and production
- Graphic design and layout programs
- Information technologies (IT) system architecture, integration, administration and troubleshooting
- Web server administration, application development and integration tools
- Presenting information and ideas to individuals and in group settings
- Copywriting and proofreading
- Work effectively with information management systems, and adapt quickly to system changes and updates
- Develop and design a full-featured public web site with dynamic data driven content
- Lead and manage staff and resources in an effective and efficient manner
- Communicate clearly and concisely, both orally and in writing
- Establish and maintain effective, cooperative working relationships with those contacted in the course of work
- Effectively manage projects and coordinate the work of staff, vendors and contractors



Physical Demands / Work Environment:

- Majority of 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 wrist; sit for extended periods of time; see and/or respond to visual cues; hear and/or respond to verbal/audio cues
- Rarely required to reach with hands and arms; stand and/or walk for extended periods of time; lift, push, pull and/or carry objects up to 10 pounds

“MERC believes that each employee makes a significant contribution to our overall success. That contribution should not be limited by the assigned responsibilities. Therefore, this Classification Description is designed to outline primary duties, qualifications and job scope, but not limit the incumbent or MERC, to just the specific work identified. It is our expectation that each employee will offer his or her services wherever and whenever necessary to ensure the success of our endeavors.”

APPROVED:

MERC General Manager

Date

MERC Human Resources Manager

Date