

## **PART-TIME PR/MARKETING ASSISTANT – JOB DESCRIPTION**

### **General purpose:**

Reports directly to the PR/Marketing Specialist in order to assist with public relations and outreach efforts for the City of Deer Park, Texas including advertisement design, generation of digital media content and presence at live events.

### **Supervision received:**

Works under the immediate supervision of the PR/Marketing Specialist.

### **Supervision exercised:**

None.

### **Essential duties and responsibilities:**

- Regular and timely attendance
- Assist with the branding/marketing of the City through integrated marketing communications including social media outreach.
- Assist in maintaining and updating the City's website and social media networks, including but not limited to Facebook, Twitter, Instagram and YouTube.
- Assist in monitoring social media networks of surrounding cities and entities.
- Posts updates, news and announcements in a timely manner using appropriate content.
- Assist with writing and distributing press releases and with media relations.
- Assist with conceptualizing and designing advertisements in a variety of mediums with clean, professional and attractive final designs.
- Assist with live events including trade shows and holiday events.
- Communicate courteously and effectively with the public, officials and other city employees.
- Perform other duties as assigned.

### **Education and Experience**

- Graduation from high school or GED equivalent
- Two (2) years of professional experience designing digital and/or print advertising
- Two (2) years of professional experience managing social media networks with an emphasis in youth markets, promotions and/or events
- Some college with emphasis in Marketing, Public Relations, English and/or Communications preferred

### **Necessary Knowledge, Skills and Abilities**

- Strong understanding and knowledge of Microsoft Office and Adobe programs (InDesign, Illustrator, Photoshop)
- Ability to read, analyze and interpret City reports, journals, procedures, etc. as applied to the determination of key details for use in advertisements

- Ability to operate a Mac and/or PC, scanner, copier, digital camera and other standard office equipment.
- Ability to establish and maintain effective working relationships with co-workers, supervisors and the general public
- Ability to follow oral and written directions
- Ability to effectively plan, monitor and complete tasks and assignments; ability to work under tight deadlines
- Strong personal and communication skills are essential
- Ability to work independently and participate effectively in a team environment

Applicants will be required to pass a writing test and should be ready to present samples of previous advertising campaigns.