



Job Description

Job Title: Public Relations/Marketing Representative
Department: Mayor's Office
Shift: Day, but hours will vary depending on Events
FLSA Status: Non-Exempt
Salary: DOE

SUMMARY

Plans and conducts public relation program designed to create and maintain favorable public image for employer or client.

ESSENTIAL DUTIES and RESPONSIBILITIES

- ❖ Marketing and Promotion of all City Events: Christmas Under the Oaks, Movies in the Square, Easter Egg Hunt, Stars and Stripes, Markets and Future Events
- ❖ Promote other activities City would be involved in: DARE, Crime Stoppers, Police Memorial Service, United Way and Life Share Blood drive and future activities.
- ❖ Coordinating all activities with SWLA Convention and Tourist Bureau, SPAR, and others.
- ❖ Maintaining and updating the City Brochure, New Citizens Packets, City maps and all informational material required for City events.
- ❖ Attending Media events on behalf of City in the event the City Officials cannot.
- ❖ Plans and directs development and communication of information designed to keep public informed of City's programs and accomplishments and point of view.
- ❖ Arranges for public relations and effort to meet needs, objectives, and policies of individuals, special interest groups, business concern, nonprofit organizations, or governmental agency, serving as in-house staff member or outside representative.
- ❖ Prepare press releases for various departments.
- ❖ Maintain Re-group, informing the public and employees of things occurring in our area.
- ❖ Manage and maintain Social Media Sites for the City of Sulphur
- ❖ Prepares and distributes fact sheets, news releases, photographs, scripts, motion pictures, or tapes recordings to media representatives and other persons who may be interested in learning about or publicizing City activities or message.
- ❖ Purchasing advertising space and time as required.
- ❖ Arranges for and conducts public contact programs designed to meet City objectives.
- ❖ Promotes goodwill through such publicity efforts as speeches, exhibits, films, tours, and question/answer session.

- ❖ Research data, create ideas, write copy, lay out artwork, contact media representatives, or represents City directly before the public.
- ❖ Submit Marketing Grant applications
- ❖ Coordinating Summer Feeding Program.
- ❖ Any other assigned duties

QUALIFICATIONS

To perform this position successfully, an individual must be able to perform each essential duty satisfactorily. The requirements list below are representative of the knowledge, skills and/or ability required.

- ❖ **EDUCATION and/or EXPERIENCE**
High School diploma or general education degree (GED). Associate degree in Public Relations and Marketing, preferred or 4 - 6years experience in this field.
- ❖ **LANGUAGE SKILLS**
Proficient in grammar and spelling. Ability to speak before groups of customers, media, or organizations.
- ❖ **MATHEMATICAL SKILLS**
Ability to add, subtract, multiply and divide in all units of measure, using whole numbers, common fractions, and decimals.
- ❖ **COMPUTER SKILLS**
To perform this job, an individual should have knowledge of Database Internet software and Word Processing software.
- ❖ **REASONING ABILITY**
Ability to use common sense in dealing with problems that may occur whether written or oral.
- ❖ **OTHER SKILLS and ABILITIES**
Must be self-motivated, good at Organizing and Planning.
Taking the initiative, be innovative and dependable
Paying attention to detail.
Polite and professional in the workplace, outside activities and events.

CERTIFICATES, LICENSES and REGISTRATIONS

- ❖ Valid Louisiana Driver's License

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 regularly required to use hand to finger, handle, feel, and talk or hear. The employee is frequently required to sit, stand, walk, and reach with hands and arms. The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include, close, distance, color, peripheral vision, depth perception and ability to adjust focus.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential function 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 moderate.

EMPLOYEE SIGNATURE

DATE

