



CLASSIFICATION NO. 055  
Established: 4/11  
Revised: 1/25  
FLSA: Exempt  
EEO: 2

## **NCPRD MARKETING COORDINATOR**

### **CLASS CHARACTERISTICS**

Under direction, to create and lead the implementation of marketing, advertising, communications, public engagement, and promotional strategies for the North Clackamas Parks and Recreation District; to serve as the lead messaging strategist for District's mission, services, programs and events; to create and maximize a relevant, distinctive and cohesive North Clackamas Parks and Recreation District brand; and to do other work as required.

### **DISTINGUISHING CHARACTERISTICS**

The North Clackamas Parks and Recreation District (NCPRD) is a service district of Clackamas County that provides park, recreation, aquatic, education and social services to residents of all ages within the District boundaries.

The NCPRD Marketing Coordinator develops, promotes and maintains an integrated and creative marketing and communications program. The incumbent defines and effectively manages the District's brand to promote the District's mission and purpose to the community.

The NCPRD Marketing Coordinator differs from the Community Relations Specialist classification series within Public and Government Affairs which assists management of a large County department in developing effective public and media affairs strategies, community and business outreach programs, and internal communication methods. It also differs from the Public Information Officer who plans, organizes, and produces public and media information to increase community awareness and involvement in County wide services, programs, and resources.

### **TYPICAL TASKS**

Duties may include but are not limited to the following:

1. In collaboration with executive leadership, develops and implements districtwide marketing and communications plans, projects and deliverables; develops and modifies strategies that support NCPRD objectives and goals; evaluates and selects appropriate communication and outreach tactics for targeted audiences.
2. Creates and maintains the brand style guide; defines, recommends and implements brand and communications guidelines and standards; ensures brand strategies align with District's business plan; advises management and District staff on the correct and effective use of the District brand; engages with subject matter experts within the District staff to ensure accurate content in all marketing materials; ensures marketing materials are joined in a

cohesive manner to successfully promote the District's brand, mission, programs and services.

3. Develops, implements and manages community engagement plans and strategies; develops messages and outreach materials to reach targeted audiences; recommends approaches and tactics to increase engagement in support of strategic goals and initiatives; identifies and implements methods for promoting programs and projects to the public.
4. Conducts analysis and periodical reviews of the brand and public's perception to enhance the brand's recognition and effectiveness; tracks and analyzes performance metrics through various platforms to optimize engagement and measure overall marketing and communications effectiveness.
5. Executes marketing and advertising strategies; prepares effective marketing and advertising materials spanning print, television, radio and electronic (e-mail, web and social media) distribution channels; conducts brand awareness campaigns, and specific and targeted program and facility promotions; explores new, creative advertising and marketing strategies to effectively promote District programs and services; identifies and recommends new markets, marketing techniques and distribution channels.
6. Manages District's website to showcase District's mission, values, facilities and programs; acts as NCPRD's primary web content editor and oversees strategic content development; analyzes performance tracking and identifies areas for optimization; leads website development and redesign efforts; reviews digital content for accuracy and appropriateness; responds to questions, requests and input generated from the public, County's website and other sources.
7. Represents the District within the local community including interaction with local businesses, organizations, schools and the public; reviews, coordinates, and responds to public information and media requests; collaborates with Public and Governmental Affairs (PGA) in the development and execution of strategies and messaging for crisis communications; coordinates interviews and appearances of staff; writes media releases; drafts, edits, and directs the preparation of public presentations and talking points for staff and elected officials as it relates to District business.
8. Prepares, administers, and monitors the District's annual marketing and communications budgets; analyzes marketing effectiveness and return on investment; explores public-private marketing partnerships for opportunities to lower costs and/or produce new revenue sources for District.
9. Acts as liaison to other County departments such as PGA Department and Technical Services (TS) Department regarding District's marketing plan and website; ensures District's marketing, website and external communications strategies are effective with County-wide activities and policies.
10. Leads the work of staff in assigned work unit; prioritizes, coordinates, and oversees strategy and creative direction of work assignments; reviews work for accuracy and content; evaluates projects, activities and processes and recommends improvements.
11. Participates in the administration and preparation of contracts, procurements, grant applications and bid materials for marketing and communications projects; coordinates the

work of contracted personnel; develops and organizes project scope and timelines; monitors and evaluates contractor performance and verifies quality of project deliverables.

### **REQUIRED KNOWLEDGE AND SKILLS**

Thorough knowledge of: Principles, methods, and practices applied in design and implementation of marketing, public relations, community outreach and participation, and promotion and marketing materials; fundamentals of design and print production; principles and techniques of public relations, customer satisfaction, and public and extemporaneous speaking; multimedia and print media production and presentation; best practices of web design technology such as navigation principles, progress trackers, search engine optimization and site use statistics; principles and practices of business communication; project and contract management techniques and procedures; English composition and language; media practices and procedures; web management concepts, tools and software.

Skill to: Effectively communicate, both orally and in writing; write and produce effective marketing materials; develop marketing materials and programs to attract and retain public engagement and participation; work independently and use sound judgment and initiative with work projects and when representing the District; lead, assign, and review work of staff, contractors and vendors; establish and maintain effective working relationships with County and other agency staff, the media and the public; compile and analyze data and develop recommendations; complete assigned projects within established budget, schedule and legal guidelines; operate computer software to generate marketing, advertising and brand materials.

### **MINIMUM QUALIFICATIONS**

Minimum qualifications are used as a guide for establishing the minimum experience, education, licensure, and/or certifications required for employment in the classification. The following minimum qualifications are established for this classification. Additional minimum qualifications and special conditions may apply to a specific position within this classification and will be stated on the job announcement.

**Experience:** A minimum of four (4) years of related experience that would provide the required knowledge and skills to perform the responsibilities of this position.

**Licenses/Certifications:** None required.

### **PRE-EMPLOYMENT REQUIREMENTS**

Must successfully pass a criminal history check which may include national or state fingerprint records check.

Driving is required for County business on a regular basis or to accomplish work. Incumbents must possess a valid driver's license, and possess and maintain an acceptable driving record throughout the course of employment.