



POSITION DESCRIPTION

DATE: 4/15/19

NAME: Marketing Specialist

POSITION: Full-Time (Will consider W2 or 1099 Employees)

WAGE: \$15 – 18/hour based on education and experience.

REPORTS TO: Board Secretary/Treasurer and/or designee

OFFICE LOCATION: Pelican Rapids, Minnesota

SUMMARY OF POSITION ASSIGNMENT

The Marketing Specialist will assist the marketing team in planning, development, and implementation of the organization’s digital marketing communications. He/She is also responsible for managing the Historic City Hall in Pelican Rapids.

This position is expected to be 40 hours/week (full time), with some evening and weekend hours.

ESSENTIAL DUTIES & RESPONSIBILITIES

- Collaborate with our marketing team on new ideas for design and content for websites, email campaigns and social media.
- Create and publish email marketing campaigns.
- Engage in proactive and reactive social media. Including Facebook, Twitter, Instagram & YouTube.
- Make basic website update/changes (e.g. content) via our WordPress site
- Oversee and update online listings (e.g. Explore Minnesota Tourism)
- Manage events calendar.
- Merchandise and product fulfillment.
- Staff Historic City Hall in Pelican Rapids per contracted schedule.
- Manage phone and email, respond to inquiries and forward questions/messages to the appropriate City of Pelican Rapids Department or Organization.
- Open tourism information literature deliveries and keep information brochures stocked on the shelves for public use.
- Greet public and answer questions using high quality customer service.
- Ensure the interior of Historic City Hall is tidy and presentable to the public.
- Assist the local volunteer coordinator to ensure the facility is open weekends and special events.
- Notify the City of Pelican Rapids of any required maintenance or facility needs.

MINIMUM QUALIFICATIONS/SPECIFIC LICENSING REQUIREMENTS

- High school diploma
- Excellent customer service skills
- Demonstrated oral, written and visual communication skills
- Demonstrated computer skills, including website and social media
- Valid Minnesota Driver’s License

PREFERED KNOWLEDGE & EXPERIENCE

- Bachelor’s degree in marketing, journalism, communications, business, or related field
- Minimum of two years of experience in marketing positions

POSITION ASSIGNMENT DESCRIPTION

- In-depth knowledge of customer service oriented principles
- Strong interpersonal skills to effectively cultivate relationships
- Experience and success in developing compelling written, oral and visual presentation materials
- Ability to communicate effectively to diverse audiences
- Strong ability to work independently and as part of a team
- Results-oriented and willingness to be accountable for measurable goals
- Knowledge and familiarity with Otter Tail County

DISCLAIMER

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

The position description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and the requirements of the position change.

DATE	COMMENT
April 2019	