

LANCASTER COUNTY MARKETING AND OUTREACH COORDINATOR

NATURE OF WORK

This position is responsible for providing leadership and strategic direction to the County in the development and execution of a comprehensive marketing and outreach program that encompasses branding and marketing, community outreach and engagement, media relations, and social media.

Work involves the creative development and implementation of the County's brand and marketing strategies which will provide the framework for all communication and media production. Work also involves responsibility for developing and maintaining a comprehensive, inclusive, centralized, data-driven community engagement strategy to effectively engage the community and ensure a unified approach to addressing community needs. An employee in this class exercises considerable independent judgment, imagination, creativity, and initiative within the framework of established County policies, procedures, and governing law. Work is performed under the general supervision of the Chief and Deputy Chief Administrative Officer.

EXAMPLES OF WORK PERFORMED

Provide oversight of all aspects of marketing and outreach, including the development of engagement strategies, branding, multimedia content creation, digital and print communications, and event logistics for the County.

Coordinate all aspects of community engagement, including press releases, media relations, and community outreach; and the communication for and publicity of County events including press conferences, special events, ground breakings, major announcements and projects, and community events; under the direction of the Chief or Deputy Chief Administrative Officer.

Oversee the County's website development (design and content) and online and social media initiatives under the direction of the Chief or Deputy Chief Administrative Officer and in collaboration with the Administrative Secretary to the County Board.

Manage the County's brand across all internal agencies to ensure a consistent message.

Anticipate and incorporate into the County's marketing and brand strategies, new or emerging developments in media and government relations.

Manage County-wide efforts to foster collaboration, use resources effectively, plan, coordinate, and maintain consistency in all marketing and engagement efforts.

Provide direction in employing creative, high-quality, coordinated, and affordable communications approaches that are consistent with the County's Strategic Plan.

Develop and implement community surveys using objective measurements to evaluate the success of community engagement strategies.

Develop standard policies for means of community engagement including social media platforms.

Maintain an understanding of public opinion and presents information in the most effective method to accomplish the goals of the County in collaboration with the Chief or Deputy Chief Administrative Officer.

Provide direction and assistance to other County agencies as it relates to marketing and outreach, including social media messaging, media relations, and website content.

Develop and maintain relationships with all County officials and agencies, governmental entities, businesses, and the community through personal contacts, social media, and networking.

Assist the Chief and Deputy Chief Administrative Officer with other activities as requested.

DESIRABLE KNOWLEDGE, ABILITIES, AND SKILLS

Some knowledge of the operations, functions, policies, and procedures of government and how these interact to produce effective county administrative and operational structures.

Knowledge of marketing concepts associated with website development, branding, and social media.

Knowledge of the fundamental principles and practices of marketing, communications, public information, public relations, and media relations.

Ability to analyze statistical and technical data as it relates to analyzing community engagement strategies.

Ability to work on multiple projects at the same time and respond to work assignments and situations in a timely manner.

Ability to work effectively in a fast-paced environment with changing priorities and deadlines.

Ability to access, operate, and maintain various software applications.

Ability to communicate effectively both orally and in writing with elected and appointed officials, coworkers, community representatives, the media, and the general public.

Ability to perform in an independent manner under the direction of a superior.

Considerable skill in graphic design including the ability to produce innovative, creative, and original material and content.

Considerable skill in writing, editing, and designing content on all social media platforms.

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MINIMUM QUALIFICATIONS

Graduation from an accredited four-year college or university with major coursework in marketing, graphic design, communications, public relations, or a related field and two years of work experience in marketing, graphic design, communications, or public relations; or any equivalent combination of training and experience that provides the desirable knowledge, abilities, and skills.

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