



JOB DESCRIPTION

Title: **MARKETING SPECIALIST**
Department: Parks & Recreation
Class Code: 6887
FLSA Status: Non-Exempt
Effective Date: July 2024

GENERAL PURPOSE

Under the direction of the Parks and Recreation Director, develops and implements a comprehensive plan for marketing the Murray Theater, Murray Park Amphitheater, Parks & Recreation leagues and activities and other City programs and events.

ESSENTIAL DUTIES

- Plans, executes, and assesses comprehensive marketing, sales, promotions, advertising, and positioning strategies to achieve increased revenue, attendance, and customer satisfaction goals.
- Promotes Murray Theater, Murray Park Amphitheater, Parks and Recreation leagues and activities, and City programs and events; employs various advertising methods to reach target audiences effectively; creates social media, print, and email promotional marketing campaigns and writes commercials and releases for TV and radio.
- Designs and implements branding initiatives; ensures marketing materials reflect a consistent City identity and brand that distinguishes Murray City within the community and region.
- Identifies, develops, and secures sponsorship funding for the Murray Theater, Murray Park Amphitheater, and various City programs and events; develops and fosters strategic partnerships to enhance event and show promotions, and explores creative advertising opportunities with partners and co-promoters.
- Develops measurable objectives to evaluate and review the effectiveness of marketing strategies and communications; conducts market research and performs data analysis to generate required reports.
- Maintains the Murray Theater and Murray Park Amphitheater websites.
- Maintains and expands an email database for promoting upcoming events.
- Executes successful season ticket sales campaigns for the Murray Theater and Murray Park Amphitheater.
- Effectively communicates the value of Parks and Recreation services and City events to the community.
- Performs other related duties as assigned.

MINIMUM QUALIFICATIONS

Education and Experience

- Bachelor's degree in communication, marketing, public relations or other closely related field, plus one (1) year of marketing or design experience or equivalent combination of education and experience.

Special Requirements

- Must possess a valid Utah Driver License.

Necessary Knowledge, Skills and Abilities

- Knowledge of and ability to coordinate organizational email marketing services.
- Knowledge of and ability to coordinate organizational social media presences, especially using Facebook and Instagram.
- Knowledge of website development and management.
- Demonstrated skill in graphic design and use of graphic software.
- Demonstrated ability to produce work within an established branding system.
- Excellent written and verbal communication skills.
- Ability to establish and maintain effective working relationships with employees, partners, other agencies, and the public.

TOOLS & EQUIPMENT USED

- Personal computer, social media programs and software, printer, copier, telephone system, vehicle.

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 frequently required to walk, sit and talk or hear. The employee is occasionally required to use hands to manipulate, handle, feel or operate objects, tools, or controls; and reach with hands and arms. The employee is occasionally required to climb or balance; stoop, kneel, crouch, or crawl.
- The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus to both print and electronic text.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Work is performed primarily in an office setting. The noise level in the work environment is generally quiet.

DEPT/DIVISION APPROVED BY: _____ DATE: _____

EMPLOYEE'S SIGNATURE: _____ DATE: _____

H. R. DEPT. APPROVED BY: _____ DATE: _____