

SNOHOMISH COUNTY JOB DESCRIPTION

PARKS COMMUNICATIONS / MARKETING COORDINATOR

Spec No. 3317

BASIC FUNCTION

To plan, coordinate, and monitor Snohomish County Park's Department communications systems, and to assist departmental staff with communications issues. To coordinate the department's web-site and marketing materials for communicating information to the public as it relates to the advertising of parks programs and facilities with the Department of Information Services (DIS). Manages the department's web site content and monitors consistency with outreach materials through the enterprise content management system.

STATEMENT OF ESSENTIAL JOB DUTIES

1. Plans and coordinates network and telecommunication changes and additions to information services; coordinates department wide computer replacement plan; coordinates software requirements and telecommunications requirements with DIS.
2. Coordinates communication system issues and resolutions, including new requirements in operational departmental changes with DIS; provides daily assistance to departmental staff for computer operations; answers questions and assists with problems.
3. Participates in administration and program planning meetings and brainstorming sessions for marketing strategies; clarifies the information obtained, prepares design concepts and identities for draft approval; produces camera-ready parks recreation, informational and regulatory brochures, posters and flyers using latest graphics technology software and coordinating with commercial printers.
4. Provides park program events/activities coordination and support; on-site assistance when needed; processes event/activity agreements/contracts; monitors compliance to park standards, insurance and other requirements; creates press kits to be used for various press events.
5. Acts as Park Department's Web Content Coordinator, posting and assisting with the Parks Department web-site information; and updating web page to ensure up-to-date information; and coordinating new web applications and services with DIS; monitors web site graphics for consistency with other park outreach materials.
6. Coordinates the creation and updating of a standards manual that describes expectations for the look and feel of all Park Division marketing graphics and written materials.
7. Attends Park Advisory Board meetings, prepares agendas and takes minutes; provides dictation support for Department Director.

STATEMENT OF ESSENTIAL JOB DUTIES (continued)

8. Coordinates the archiving of parks files utilizing on and off-site storage, microfiche; monitors systematic disposal of outdated files in-concert with County records management.
9. Provides other Administrative and Program support as needed.

MINIMUM QUALIFICATIONS

Graduation from a two-year accredited program in graphic arts, visual communication, marketing or related field AND five (5) years experience in a production computer operations environment, two (2) of which include experience working with networks; OR, any equivalent combination of training and/or experience which provides the required knowledge and abilities. Must pass job related tests.

KNOWLEDGE AND ABILITIES

Knowledge of:

- Computer operations concepts and techniques;
- Computer hardware; operating systems and other software;
- Network operations
- Layout techniques and composition; computer graphics software and applications
- Methods and techniques used in the production and presentation of newsletters, brochures, pamphlets and other marketing materials
- County and State archiving requirements and general records management

Ability to:

- Operate computer and peripheral equipment;
- Analyze and resolve operational problems and help others solve problems;
- Train others in the use of computer equipment
- Use computer and graphic software packages
- Communicate effectively both verbally and in writing
- Establish and maintain effective working relationships with clients, departments, vendors and associates;
- Work under pressure and meet deadlines
- Organize and track placement of archived records

SUPERVISION

The employee reports to and receives general direction from the Parks Department Administrative Services Manager.

WORKING CONDITIONS

The work is performed in the usual office environment.

Snohomish County is an Equal Employment Opportunity (EEO) employer.
Accommodations for individuals with disabilities are provided upon request.

[EEO policy and ADA notice](#)

Class Established: May 2004
EEO Category: 3 – Technicians
Pay Grade: 236 – Classified Pay Plan
Workers Comp: 5306 Non-Hazardous