

# MARKETING COMMUNICATIONS SPECIALIST

(Range 111)

## **DEFINITION**

Performs a variety of highly responsible marketing support and administrative duties for the Marketing & Community Relations Department.

## **SUPERVISION RECEIVED AND EXERCISED**

Receives general supervision from the assigned Department Head or Manager.

## **RESPONSIBILITIES:**

**Essential and marginal functions and responsibilities may include, but are not limited to the following:**

1. Proofreads and edits graphics materials and other documents for accuracy prior to printing.
2. Monitors Department work activities to assist in meeting established deadlines.
3. Interacts extensively, in person and over the telephone, with District-wide staff to facilitate the completion of Department projects.
4. Researches, plans, writes, edits and produces copy for a variety of marketing purposes including posters and flyers, brochures and publications, both print and electronic.
5. Prepares graphics materials for distribution to the appropriate Departments with the occasional use of a warehouse dolly for bulky or heavier items.
6. Performs administrative duties for the Department such as ordering and maintaining the inventory supply, scheduling equipment repair, compiling statistics and reports, maintaining files and other activities to assist the Department Head or Manager.
7. Maintains a high degree of confidentiality.
8. Creates database files, inputs and retrieves a variety of data and information.
9. Maximizes office productivity through proficient use of appropriate software applications.
10. Possess, or have the ability to obtain, a valid Nevada driver's license at the time of hire.
11. Performs related duties and responsibilities as required.

## **KNOWLEDGE, SKILLS AND ABILITIES**

**Knowledge of:**

1. Library District and Department policies and procedures.

**LAS VEGAS - CLARK COUNTY LIBRARY DISTRICT**

## **MARKETING COMMUNICATIONS SPECIALIST**

### **PAGE 2**

2. Pertinent State statutes governing assigned Department.
3. Basic arithmetic and accounting principles.
4. Library District terminology and functions.

#### **Ability to:**

1. Communicate effectively orally and in writing with a high level of attention to detail.
2. Proofread and edit documents for readability, grammar, spelling, punctuation and formatting following the Department's style guide.
3. Organize and prioritize work to maximize productivity.
4. Be decisive in routine and non-routine problem solving in accordance with the Library District and assigned Department policy and procedure.
5. Apply Library District and assigned Department policy and procedure.
6. Type at a speed necessary to perform the essential functions.
7. Accept and manage change and maintain flexibility.
8. Work quickly and accurately.
9. Work both independently and as part of a team.
10. Perform multiple tasks concurrently.
11. Maintain complex clerical records.
12. Serve customers with patience, tact, and courtesy.
13. Establish and maintain effective working relationships with those contacted during the course of work.
14. Understand and follow oral and written instructions.
15. Maintain the mental capacity for effective interaction and communication with others.
16. Maintain the physical condition appropriate to the performance of assigned duties and responsibilities which may include:
  - standing, walking, or sitting for extended periods of time;
  - bending, reaching, stooping, and pushing;
  - lifting and carrying;
  - operating assigned equipment.
17. Maintain effective auditory and visual perception needed for:
  - making observations;

## **MARKETING COMMUNICATIONS SPECIALIST**

### **PAGE 3**

- communicating with others;
- reading and writing;
- operating assigned equipment.

#### **Skilled in:**

1. The use of personal computers and associated software to include Microsoft Office Suite.
2. The use of library and general office equipment.

#### **Training and Experience:**

Bachelor's Degree in Marketing, Communications, Journalism, English or a closely related field required. One (1) year of experience performing similar duties required; demonstrated proficiency in word processing and spreadsheet creation and other computer skills required; typing skills required; or an equivalent combination of training, education, and experience that provides the necessary knowledge, skills and abilities.

#### **License, Certificate, or Requirements:**

Possess, or have the ability to obtain, a valid Nevada Driver's License at the time of hire.

#### **Physical Requirements:**

Essential and marginal functions may require maintaining a physical condition necessary for standing and walking, frequent light lifting (5 - 10 pounds); occasional moderate lifting (11 - 20 pounds); bending, stooping, reaching, and pushing; minimal dexterity in the use of fingers, limbs, or body in the operation of office equipment; utilizing a keyboard, and sitting, or standing for extended periods of time.

Tasks require visual perception, audio perception, and oral communications ability.

#### **Environmental Requirements:**

Tasks are performed with infrequent exposure to adverse environmental conditions.

**FLSA:** NON-EXEMPT  
**CBA:** NON-SUPERVISOR  
**DEVELOPED:** MAY 21, 2007  
**REVISED:** MAY 20, 2014  
MARCH 14, 2018