



OAKCREEK
— WISCONSIN —

Position: Marketing Specialist

Department: Marketing & Public Relations

FLSA Status: Exempt

Status: Regular Full-Time

Summary Description

The Marketing Specialist is responsible for managing multiple projects, leading digital marketing and social media initiatives, managing events and sponsorships, and maintaining relationships with City departments to achieve desired outcomes outlined in the City's Strategic Action Plan (SAP).

Supervision/Accountability

This position is directly accountable to the Director of Marketing and Public Relations; has supervisory responsibility for one full-time staff and one or more interns.

Major Duties/Essential Functions

Collaborate with the Director and other team members to execute all marketing efforts for the City.

Manage and/or create content, managing multiple projects concurrently, ensuring timely and successful completion. Publish digital marketing content online.

Manage and collaborate with event staff to ensure quality events that appeal to a diverse audience. Ensure timely promotion. Support event staff during City events as necessary.

Establish and maintain relationships with designated City departments to ensure consistent communication.

Implement email marketing communications campaigns.

Measure digital traffic; monitor social media and Google Analytics.

Optimize digital communications and campaigns using SEO and other tools.

Report on the growth and analytics of campaigns to stakeholders.

Scale campaigns to maximize appropriate performance metrics.

Conduct market research to inform campaigns.

Minor Duties/Responsibilities

Proofread and edit various materials;

Perform other communication and marketing related duties as requested.

Knowledge

Demonstrated knowledge of office procedures. Experience using digital cameras, cell phones and tablets. Proficiency in Microsoft Office Suite and Canva. Adobe Creative Suite preferred. Knowledge of Google Analytics, as well as other digital analytics and data analysis principles.

Skill/Ability

This role requires the incumbent to be enthusiastic, collaborative, and dedicated to the challenges of municipal communications and marketing. Must be able to work well independently and as a member of a collaborative team. Must be receptive to feedback and work efficiently to meet project deadlines. Must be able to use discretion and independent judgment. Ability to communicate effectively verbally and in writing.

Education/Experience

At least three years' experience in a marketing and communications role with event planning and project management required. One year of supervisory experience also required.

Bachelor's degree from an accredited college/university studying one of the following disciplines is required: marketing, communications, journalism, public relations, media studies, or another closely-related subject.

Three years' experience with content creation including social media posts, blog posts and email preferred. Two years' experience using analytics from digital marketing to make data driven decisions also preferred.

Physical Demands


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 required to sit, talk and hear. The employee is required to use hands to type, finger, handle, or feel objects, tools, or controls; and reach with hands and arms. The employee must occasionally lift and/or move up to 40 pounds. Specific vision abilities required by this job include close vision and the ability to adjust focus.


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 job 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 requirements of the job change.

Approved By: _____

City Administrator

Reviewed By: _____

HR Director

Reviewed By: _____

Director of Marketing and Public Relations