

COMMUNICATIONS/MARKETING COORDINATOR

April 2015

Classification: Non-Exempt

Nature of Work

Under the supervision of the executive director, the Communications/Marketing Coordinator is responsible for researching, gathering information, writing news releases and public communications for the Meramec Regional Planning Commission and all affiliated organizations and managing electronic communications.

Communications responsibilities, performed on a daily/weekly basis, include:

- Preparing and disseminating printed and electronic newsletters and press releases for MRPC and its related organizations;
- Assisting the executive director in developing and implementing effective methods of communication with local government officials, the general public, and various public and private organizations;
- Serving as communication liaison between executive director and news media;
- Reviewing and providing assistance in preparing various items of correspondence;
- Reviewing selected grant applications, proposals, and written documents prepared by other departments as needed;
- Being knowledgeable of Census Bureau data and other government data for internal research, and making that data available to the public;
- Photographing events that affect or are affected by the MRPC or any of its member governments and coordinating the coverage of those events for MRPC through other staff members or other photographers.
- Being responsible for the appearance, development, updating and content of MRPC's website and those of its related organizations.
- Being responsible for developing, implementing and maintaining a social media presence for MRPC.
- Working with program managers to prepare, design and edit special project reports, brochures and displays.
- Planning, designing, writing, editing, and procuring print services for MRPC's Annual Report and other special reports.
- Assisting with the Coalition for Roadway Safety by creating displays, brochures, making presentations and attending safety days and back-to-school fairs in the Meramec Region.

Marketing responsibilities, performed on a daily/weekly basis, include:

- Preparing and maintaining printed promotional material and specialty items for MRPC and its related organization; distributing marketing materials and regional information;

- Preparing presentations on MRPC's services and programs;
- Assisting communities in the region in the creation of materials, when requested;
- Coordinating and preparing state and federal legislative priorities reports in partnership with the board;
- Planning and coordinating MRPC's Annual Dinner and Volunteer Awards Program, and
- Performance of any other task assigned.

This job description is a general description of essential job functions. It is not intended as an employment contract, nor is it intended to describe all duties someone in this position may perform. All employees of the Meramec Regional Planning Commission are expected to perform tasks as assigned by supervisory/management personnel, regardless of job title or routine job duties.

Qualifications

A bachelor's degree from an accredited college or university, with a major emphasis in journalism, mass communication, English or related fields and two years of relevant job experience; or a bachelor's degree with major emphasis in marketing or public administration and strong writing skills. Two years of relevant experience may be substituted for each year of required education. Experience in Word, InDesign, Photoshop, Illustrator, IPhoto, Dreamweaver and digital photography is preferred. The individual must be self-motivated, capable of working independently, and have the ability to supervise and develop staff. Must possess the ability to work well with co-workers, commissioners, and the desire to work in a team atmosphere. Must possess a valid driver's license.

Physical requirements

Constant use of hands and arms to type and write in order to complete necessary paperwork, press releases and newsletters. Must be able to drive and/or ride long distance; night time driving is necessary. Must be able to travel to meetings and events in the region, throughout the state. Must be able to communicate effectively, in writing, by phone and in person. Must be able to sit long periods of time. Must be able to lift boxes of files to move them from one location to another. Must be able to kneel to go through files in lower level cabinets. Must be able to navigate rough, unimproved terrain to cover projects.

Salary Range

The salary range for this position is \$32,424 to \$40,530 per year

Internal and External Application Information

Applicants should submit a resume to Meramec Regional Planning Commission, 4 Industrial Drive, St. James, MO 65559, Attn Bonnie Prigge. Position is open until filled. EOE/AA.