



JOB ANNOUNCEMENT

General Public Vacancy

OPEN DATE: April 1, 2024

CLOSE DATE: Until Filled

JOB TITLE: Marketing Coordinator

PAY RANGE: \$19.00

DEPARTMENT: Community Development

SUMMARY

The Marketing Coordinator assists with creating and implementing a marketing program for the City of Las Vegas. This position reports directly to the Community Development Director and/or designee and will work closely with the City Event Planner/Film Liaison to promote Las Vegas as not only a historic and cultural tourism destination but a wonderful place to start a new business, raise a family, or retire.

DUTIES AND RESPONSIBILITIES

- Outreach and promotion skills to reach out to surrounding communities and neighboring states to attract new business and residents to Las Vegas.
- Establish effective working relationships and communicate effectively with management, employees, employee representatives, and the public, representing diverse cultures and backgrounds.
- Serves as a consultant to City departments for marketing projects.
- Assists the Event Planner/Film Liaison with events and projects.
- Communicate technical information effectively; communicate effectively orally and in writing.
- Develop, expand and grow a Tourism Marketing Program for the City.
- Produce a wide variety of multimedia for visual communications; creatively translate abstract concepts into effective visual form in a variety of media;
- Provides responsive, high quality service to representatives of outside agencies, and members of the public by providing accurate, complete, and up-to-date information in a courteous, efficient, and timely manner.
- Coordinates with employees of City departments regarding project budget, background information, objectives, presentation approaches, styles, techniques, and other production factors.
- Use a wide variety of multimedia software, and other multimedia tools.
- Exercise appropriate judgment in answering questions and releasing information; analyze and project consequences of decisions and/or recommendations;
- Function calmly in situations which require a high degree of sensitivity, tact and diplomacy.
- Performs other related duties as required or assigned.

PREFERRED JOB REQUIREMENTS

- Bachelor's Degree from an accredited college with major coursework in Communications, Graphic or Commercial Arts, Public Relations, Journalism, or related field.

EMPLOYMENT REQUIREMENTS

- Must possess and maintain an insurable New Mexico Driver's License. High School Diploma or Equivalent.
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- At least two (2) years experience in marketing, graphic design and advertising.

KNOWLEDGE, SKILLS AND ABILITIES

- Strong written and verbal communication skills to articulate clearly with City departments, vendors and public relations.
- Ability to operate a variety of computer platforms and operating systems including Mac OS and Windows.
- Proficient with Microsoft Publisher, Adobe Creative Cloud Photo and Video editing.
- Ability to create posts on FaceBook, Instagram, TikTok, Google Analytics and other social media platforms.
- Proficient in various art production tools to design, edit and produce video, audio and/or graphic materials.
- Web design and management. Experience with one or more of the following: WIX, GoDaddy, SquareSpace, Weebly.
- Knowledge of customer service objectives and strategies; telephone, office, e-mail and web etiquette; current technology and trends in the profession.
- Ability to perform tasks without close supervision.
- Ability to communicate verbally, in writing and electronically.
- Ability to present information clearly and concisely both orally and in writing.
- Ability to deal with the public in a pleasant and courteous manner.
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WORK ENVIRONMENT AND PHYSICAL DEMANDS

Work is performed both in an office setting and in the field, sometimes in inclement weather. Requires sitting for long period of time, good hearing and visual acuity. May be required to work some evening and weekends.

The physical demands include mobility factors; walks 10% of the time, stands 10% of the time and sits 80% of the time

NOTE: This position is subject to drug testing both pre-employment and random as set forth in the City of Las Vegas Drug Policy.


APPLICATION PROCEDURE – Interested applicants must submit a City of Las Vegas Employment Application.

The employment application is available at: <https://www.lasvegasnm.gov/general-7-1>

Application Materials can be sent to: Human Resources Department
1700 N Grand Avenue
Las Vegas, NM 87701

OR send via email to: consuelo@lasvegasnm.gov

Reviewed and approved for publishing by:



Timothy Montgomery, City Manager



Darlene Arguello, Human Resource Director