



POSITION ADVERTISEMENT

Marketing and Digital Services Specialist

Salary Range: \$40,500 – \$54,209
\$19.47 - \$26.06

Full-Time, Non-Exempt

Closing Date: Open until filled.

Reports to: Director of Communications and Community Affairs

Summary: The Town of Miami Lakes is seeking a creative and on-site Marketing and Digital Services Specialist to be part of our team. The Marketing and Digital Services Specialist coordinates branding, marketing, and creative work to further the Town's initiatives. The candidate will manage the Town's digital and social media networks to increase community engagement and the visibility of the Town's programs, events, and news. This position will also assist the team with special events, employee and community engagement, and special projects.

Essential Responsibilities: The Marketing and Digital Services Specialist must be able to work independently and as a member of a collaborative team. Video editing and graphic design skills are a plus.

Essential Duties:

- Assists with the development, implementation, and roll out of communications and marketing plans.
- Photographs and videos activities at Town activities for social media and website.
- Required to attend Town sponsored events and meetings, some of which may be in the evening or weekends.
- Coordinates video projects, including production and editing.
- Assists with writing and production of Town e-blasts using email marketing platforms.
- Assists with updating the Town's website, as needed.
- Coordinates video streaming for communications-related activities.
- Coordinates and develops content of social network accounts and response, consults with various departments regarding outreach and messaging.
- Manages Town's social media accounts in accordance with Town policies to ensure appropriate messaging, professional integrity, and positive brand recognition.
- Serves as the Town graphic designer creating graphic materials, flyers, and social media collateral.
- Analyzes social media performance metrics, tools, and trends; develops and reports recommendations to ensure effectiveness of content and visibility.
- Assists with writing, proofreading, and editing of content, graphic design, and print production materials such as brochures and newsletters.



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- Must be prepared and available to assist during emergencies or natural disasters at the Town's EOC or any other assigned location.
- Performs other related work in marketing/communications as required.
- Other duties, as assigned by the Town Manager.

Knowledge, Skills, and Abilities:

- An understanding of graphic design concepts
- Management of multiple projects and deadlines
- Experience with design software suites such as, but not limited to, Adobe Creative Suite, Photoshop, Illustrator, InDesign, Premiere Pro
- Advanced experience in Microsoft programs
- Experience leveraging social media for marketing purposes
- Strong communication skills, both written and oral
- Copy editing and proofreading skills
- Ability to manage multiple projects in an efficient and professional manner
- Ability to work independently as well as collaboratively
- Ability to establish and maintain effective working relationships with coworkers, vendors, and the public.
- Knowledge of the methods, principles, and practices of digital content, social media, and promotion of municipal activities
- Knowledge in writing and editing multi-media content by means of verbal, written and visual presentation

Minimum Requirements:

Associates degree with major course work in Marketing, Graphic Design, Video Production or related field, and a minimum of one year experience in the field. Bachelor's degree preferred.

The position also requires an applicant to have the ability to rapidly acquire considerable knowledge of the local municipality and procedural regulations applicable to the Town.; excellent organizational skills. Previous government experience, desirable, but not required

All Applicants are subject to the Town's background check policy.

The Town of Miami Lakes is an Equal Opportunity Employer and Drug Free Workplace.

To Apply: Please forward a resume and letter of interest to the Town of Miami Lakes via email: Jobs@miamilakes-fl.gov

- Individuals with disabilities requiring accommodations must contact the Human Resources Department by calling (305) 364-6100.

Approved By:

Town Manager

Date: _____