



JOB ANNOUNCEMENT

CITY OF FLAGSTAFF

“We Make the City Better”



Date Posted: October 25, 2019
Vacancy No: 128-19-02
Position Title: Marketing Specialist
Division / Section: Economic Vitality / CVB (Discover Flagstaff)
Closing Date: November 8, 2019
Position Status: Full Time; FLSA Non-Exempt; Tenure & Benefit Eligible
Work Week: Monday – Friday; Hours 8am-5pm;
May Require Early- Hours and After-Hours Work
Salary Range: \$23.0688 Per Hour
Recruitment: Indeed.com; Monster.com; City website; Free websites

The City of Flagstaff is seeking a highly motivated and detailed professional to join Discover Flagstaff as the marketing specialist. The successful candidate will be a positive influence on daily marketing operations, enjoy working with technology (CRM, CMS and SEO are examples), creating content for various disciplines and platforms, administrative work, strategic planning and reporting. The ideal candidate will have a natural desire to thrive in a team environment and also be productive and successful working independently.

ADDITIONAL INFORMATION

Actively supports and upholds the City’s stated mission and values. Under direct supervision of the Marketing and Media Relations Manager, employees of this classification are expected to assist in facilitating marketing programs positioning Flagstaff as a premier travel destination targeting national and international markets.

ADMINISTRATIVE DUTIES

- Supervisory: This job does not have formal supervisory responsibilities, but is responsible for recruiting, supervising, training, and evaluating unpaid intern positions.
- Budgetary: This job has partial responsibility for budgeting at the program level including providing input on the marketing budget, assisting with the procurement process, determining program expenditure priorities, tracking spending within each line item, and managing funds allocated for specific projects.
- Strategic Planning: This job has partial responsibility for strategic planning at the program level including researching industry opportunities and trends.
- Policies/Procedures: This job carries out day-to-day activities in accordance with established policies and procedures.
- Compliance: This job carries out day-to-day activities in accordance with Federal, State, and Local laws, rules, and regulations as well as City policies and procedures.
- Council Communications: This job carries out day-to-day activities in accordance with Council’s adopted priorities and direction. This position may be called upon to present marketing topics to City Council.
- Reporting: This job has partial responsibility at the program level for compiling marketing monthly reports to communicate program activities and successes to audiences that could include City Council, City Leadership, Tourism Commission and the Arizona Office of Tourism.

EXAMPLES OF THE WORK PERFORMED (ILLUSTRATIVE ONLY)

- Provides excellent customer service to both internal and external customers.
- Serves as a positive and productive integral member of the team.
- Understands and easily navigates digital media platforms and possesses the skillsets to provide effective user experiences to increase overall engagement.
- Proactively suggests and implements updates to content that supports strategic marketing programs and their targeted audiences, including content topic research that produces even higher rankings, and creating and curating content across owned, earned and paid media platforms.
- Assists with web content management system (CMS) entry, updating and web content proofing, executing web enhancements, Search Engine Optimization (SEO) research and consistently works toward stronger rankings.
- Performs fact-checking for all marketing content and platforms to ensure accuracy, consistency, tone, style and branding.
- Accomplishes journalistic tasks including identifying strategic stories, researching, interviewing, and authoring the story which can live on multiple owned, earned and paid media platforms. This can require photography skills.
- Works cross-functionally with other team content creators through collaboration on story ideas, copy edits, and proofreading content.
- Implements marketing communication programs to strategic and targeted audiences including constructing and sending email newsletters.
- Creates weekly updates to the customer relation management (CRM) database which includes scrubbing and segmenting email lists.
- Assists with increasing engagement on various social media platforms.
- Professionally responds to inquiries and maintains proactive and positive relationships with local, national and international vendors, and responds timely to all requests.
- Assists, organizes and attends missions and familiarization tours including: traveling nationally and possibly internationally, presenting to various media, travel trade, and decision makers; and following up on department leads, and works cross-functionally with travel trade and meetings trade.
- Builds and maintains relationships within the community including working with hotels, restaurants, retail, local organizations, NAU, and attractions to serve as a marketing resource and keeps informed of area-wide activities that would generate public interest toward the goal of increasing visitation.
- Assists in tracking and obtaining analytics for monthly reporting across multiple media platforms.
- Develops relationships with other key tourism organizations such as the Arizona Office of Tourism (AOT) and other statewide destination marketing organizations.
- Attends Arizona Office of Tourism meetings and conferences where appropriate.
- Assists the Marketing and Media Relations Manager in preparing, implementing, and managing marketing budget and determining expenditure priorities.
- Other duties as assigned.

MINIMUM REQUIREMENTS

- Bachelor's Degree in Marketing, Digital Marketing, Public Relations, Communications, or a related field.
- One year of AP style and creative writing experience.
- One year of computer experience with Microsoft products and social media platforms.
- Or any combination of education, experience, and training equivalent to the above Minimum Requirements.

DESIRED EXPERIENCE AND TRAINING

- Two-five years of destination marketing experience.
- Two years of CRM and CSM experience.
- Two years of digital marketing experience – paid and owned media, and SEO.
- Experience in the travel/hospitality industry.
- Knowledge of motion picture, commercial, and still photography production industries.

OTHER REQUIREMENTS

- Regular attendance is an essential function of this job to ensure continuity.
- Must possess, or obtain upon employment, a valid Arizona driver's license.
- Must possess or obtain upon employment, a valid passport.
- Ability to work irregular hours (including evenings, weekends, and holidays) as dictated by media relations and marketing activities.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES (ILLUSTRATIVE ONLY)

- Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations.
- Ability to write reports, business correspondence, and procedure manuals.
- Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.
- Ability to understand and calculate simple mathematical equations involving addition, subtraction, division, multiplication and percentages.
- Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists.
- Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.
- Ability to exercise considerable judgment and discretion.
- Ability to work in a team environment.
- Ability to work in a fast-paced environment and to meet deadlines.
- Ability to make oral and visual presentations to groups of all sizes.

PHYSICAL REQUIREMENTS AND WORKING CONDITIONS

- While performing the duties of this job, the employee is frequently required to stand, walk, sit, use hands to finger/handle/feel, reach with hands and arms, talk or hear. The employee is regularly required to taste or smell, and occasionally required to climb or balance, stoop, kneel, crouch, or crawl.
- The employee must occasionally lift and/or move up to 25 pounds.
- Vision requirements for this position include close vision, distance vision, color vision, peripheral vision, and the ability to adjust focus.
- Working conditions include occasional exposure to wet or humid conditions (non-weather), outdoor weather conditions, extreme cold (non-weather), and extreme heat (non-weather).
- The noise level in the work environment is usually moderate.

PRE-EMPLOYMENT REQUIREMENTS

- There are no pre-employment physical requirements for this position.
- There are no pre-employment testing requirements for this position.
- There are no pre-employment vaccination requirements for this position.

CLASSIFICATION INFORMATION

Range 10, B-2-6, FLSA non-exempt

The City of Flagstaff is an Equal Opportunity/Affirmative Action employer.
All qualified applicants will receive consideration for employment without regard to race, color,
religion, sex, national origin, disability, age, or protected Veteran status.

For application materials:

Visit: Human Resources

Monday – Friday 8 AM – 4 PM at:
211 W. Aspen Ave., Flagstaff, AZ 86001

Call: (928) 213-2090 or
1 (800)-463-1389

Fax: (928) 213-2089

Website: www.flagstaff.az.gov

Email: human.resources@flagstaffaz.gov

**Applications are due to Human Resources by
4:00 PM Arizona time on the closing date
(November 8, 2019)
regardless of the postmarked date.**

**AmeriCorps, Peace Corps, and other national
service alumni are encouraged to apply.**