

**Title:** Communications Marketing Associate  
**PG:** 38  
**Status:** Civil Service  
**Position Reports to:** Marketing Manager  
**Department:** Communications

**Class Code:** 2213  
**Date:** 09/08

### **GENERAL DESCRIPTION OF CLASS**

This position is responsible for updating the content on the City of Lakeland's website. The employee will provide assistance as needed with video production and editing as well as filming live meetings for government access TV (LGN). A high degree of initiative and creativity is required and input is strongly encouraged. Work is reviewed by supervisor through one-on-one consultations, reports and observation of results achieved.

### **ESSENTIAL FUNCTIONS:**

1. Update web content management for all City departments.
2. Write copy, edit scripts and work directly with client to improve, refine or create the elements of the production to conform to client needs.
3. Ensure studio equipment is set-up and functioning for event
4. Operate studio audio-visual equipment entirely through live event
5. Coordinate photo shoots.
6. Assist creative team with concept development.
7. Assist staff by collecting and reviewing information, inputting, editing, retrieving, and copying data, text and graphics as needed by individual job assignments.
8. Create scripts that support objectives; proof all work to ensure accuracy.
9. Obtain additional background through research (i.e., internet, interviews, client discussions, etc)
10. Assist with tearing down and securing equipment as warranted after each event
11. Interface and coordinate with internal staff, customers and vendors regularly regarding work in progress.
12. Monitor remote audience activity and connections during live meetings.
13. Coach video participants in regards to appearance, movements, voice, etc for improvements as needed

### **ADDITIONAL RESPONSIBILITIES:**

1. Perform production-related tasks such as mounting and preparing presentation materials.
2. General office duties.
3. Attend project startup meetings as required.
4. Attend production/status meetings as scheduled.
5. Perform other duties as required.

### **KNOWLEDGE, SKILLS & ABILITIES:**

1. Sound knowledge of marketing principles, practices and methods.
2. Ability to establish and maintain effective working relationships with employees, other departments, vendors, sponsors, promoters, community leaders, and the public as necessitated by the work.
3. Capable of handling multiple projects and deadlines.
4. Strong attention to details.
5. Exceptional time-management with a high degree of flexibility.
6. Excellent written and oral communication skills - ability to write concisely and clearly.
7. Must be a team player who can work independently and with their own drive and initiative.
8. The ability to interact with all levels of staff, meet frequent deadlines, work multiple projects, prioritize work and be a self-starter is essential.
9. Able to write scripts that are innovative in both conceptual thinking and writing and grammatically correct.

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10. Able to type minimum 45 wpm.
11. Ability to work on assignments independently from start to finish, seeking supervisor's guidance as appropriate.
12. Ability to seek opportunities to work on new and different assignments as necessary.

**WORKING ENVIRONMENT/CONDITIONS:**

Requires sedentary work that involves walking or standing some of the time, exerting up to 10 pounds of force on a recurring basis, routine keyboard operations.

The job risks exposure to no significant environmental hazards.

The job requires normal visual acuity, and field of vision, hearing, speaking, color perception, sense of smell, depth perception and texture perception.

**QUALIFICATIONS (EDUCATION, TRAINING, AND EXPERIENCE):**

1. Bachelor's degree in mass communications, marketing, public relations, advertising or related field from an accredited college or university.
2. Direct experience in all aspects of video production and editing.
3. Must be proficient with MS Office products including Excel, Word, PowerPoint, Access and Outlook. Willing to be trained on other PC/Mac software programs.

**SPECIAL REQUIREMENTS:**

1. Must possess a valid state of Florida driver's license.
2. Must maintain a valid telephone number.
3. May be required to work overtime, or alternate hours, as necessary for the efficient operation of the department. Position may be designated as Mission Critical by Department Director.