AlbanyParkingAuthority
25 Orange Street, Albany, NY 12207 • P.O. Box 799 Albany, NY 12201-0799
www.ParkAlbany.com • 518-434-8886 • Fax 518-434-0509

PLEASE POST CONSPICUOUSLY
Monday, November 2, 2026

TO: All City of Albany Departments & Divisions
SUBJECT: Notice of Job Opening – **Marketing & Stakeholder Coordinator**

The **Albany Parking Authority** has one (1) vacancy for **Marketing & Stakeholder Coordinator** at an annual salary of **$70,000** at 40 hours per week.

The schedule for the position will be the following:

Monday – Friday 8:00am – 4:00pm

Applicants must meet the requirements as outlined in the attached job description.

Anyone who is interested in applying for the position will need to visit the City of Albany Civil Service Employment Portal to apply online. http://jobs.albanyny.gov.

Section 62-1 of Chapter 62 of the Code of the City of Albany (Residency Requirement) is not a requirement for the position.
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PLEASE POST UNTIL FILLED

An Equal Opportunity /Affirmative Action Employer

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Fed ID 14-1675196

MARKETING & STAKEHOLDER COORDINATOR

DISTINGUISHING FEATURES OF THE CLASS: The incumbent is responsible for preparing and providing various information to the stakeholders and members of the public. This position is tasked with creating/developing and soliciting sponsorship for various initiatives, programs and events within the organization. The work is performed under the general direction of a Director with leeway allowed for the use of independent judgment while following prescribed policies and procedures.

TYPICAL WORK ACTIVITIES: (Illustrative Only)

- Coordinates the development and distribution of information to potential customers;
- Plans, develops and coordinates a marketing strategy for any initiatives, programs and revenue generating opportunities;
- Solicits sponsorship for all events and properties;
- Coordinates social media advertising and responds to social media inquiries;
- Attends meeting with stakeholder groups and members of the public as necessary;
- Coordinates with stakeholders to increase participation in initiatives, special events or media events;
- Creates flyers, graphics and other marketing materials as needed;
- Writes, reviews and edits event and marketing materials;
- Updates all aspects of social media content;
- Enters and retrieves information in an automated information system;
- Performs related work as required.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

- Good knowledge of the methods of producing, publishing and distributing information through print or social media;
- Good knowledge of graphic design;
- Working knowledge of the basic concepts and terms used in printing layout and design;
- Working knowledge of personal computers, office equipment, software and social media outlets;
- Ability to communicate effectively both orally and in writing;
- Ability to lead a meeting and obtain feedback;
- Physical condition commensurate with the demands of the position.

MINIMUM QUALIFICATIONS:

A. Graduation from a regionally accredited or New York State registered college or one accredited by the NYS Board of Regents to grant degrees with a Master's Degree (or higher) and one (1) year of experience in graphic design, communications, marketing or a closely related field; **OR**

B. Graduation from a regionally accredited or New York State registered college or one accredited by the NYS Board of Regents to grant degrees with a Bachelor's Degree

and three (3) years of experience in graphic design, communications, marketing or a closely related field; **OR**

C. An equivalent combination of training and experience defined by the limits of (A) and (B) above.