

# Albany Parking Authority

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**PLEASE POST CONSPICUOUSLY**  
**Thursday, December 9, 2021**

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

The **Albany Parking Authority** has one (1) vacancy for **Digital Marketing Specialist** at a rate of **\$40,000 to \$50,000**, annual commensurate with experience at 40 hours per week

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.

**PLEASE POST UNTIL**  
**Friday, January 14, 2022**

**An Equal Opportunity Employer**

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## **DIGITAL MARKETING SPECIALIST**

**DISTINGUISHING FEATURES OF THE CLASS:** The incumbent is responsible for maintaining and updating various social media, websites and digital resources for the Albany Parking Authority. This position is tasked with creating/developing consistent, meaningful content across multiple social media and online platforms, including, and editing social media posts, updating website content, improving customer engagement, and promoting social media campaigns. The work is performed under the general direction and supervision of the Marketing and Stakeholder Coordinator with leeway allowed for the use of independent judgment while following prescribed policies and procedures.

### **TYPICAL WORK ACTIVITIES:** (Illustrative Only)

- Developing and maintaining social media and online content that is consistent with the Albany Parking Authority and the City of Albany's online identity
- Creating consistent, meaningful content across multiple social media and online platforms, including, and editing social media posts, updating website content, improving customer engagement, and promoting social media campaigns
- Managing a high volume of daily social media posts across multiple platforms
- Communicating with social media followers, including responding to queries in a timely manner
- Preparing monthly analytic reports on social media and marketing efforts
- Suggesting recommendations to adjust the social media marketing strategy for optimal results
- Staying up to date on best practices and emerging trends in social media
- Performs related work as required.

### **FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:**

- Excellent written and verbal communication skills and must have a thorough understanding of social media management and strategy.
- Experience using various analytics software's such as Google Analytics, Hootsuite Pro, and Facebook Insights, etc.
- Experience using various design software's such as Photoshop and InDesign (Video Software experience is a plus).
- Experience using various marketing management software's such as Constant Contact, MailChimp, HootSuite,
- Multi-tasking and time-management skills, with the ability to prioritize tasks.
- Ability to work in a fast-paced, high-pressure environment.
- 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 Bachelor's Degree in Journalism, Communications, Marketing, Graphic Design, or a related field and general experience in social media including planning and managing content in a corporate or agency setting; **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 an associate degree in Journalism, Communications, Marketing, Graphic Design, or a related field and two (2) or more years of social media experience including planning and managing content in a corporate or agency setting; **OR**
- C. An equivalent combination of training and experience defined by the limits of (A) and (B) above.

**SPECIAL REQUIREMENTS:** This position requires an incumbent to work flexible hours including evenings, weekends and holidays as needed.

**SPECIAL NOTE:** A valid NYS Driver's License is required at the time of appointment and for the duration of employment.