

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.