

Commission Administration  
County Administrator  
727  
Grade S325

Citizen Service Center  
Customer Relationship Manager  
988  
Grade S316

Citizen Service Center  
Director of Public and Government Affairs  
5454  
Grade S319

Citizen Service Center  
Knowledgebase/Multi-Media Coor  
5418  
Grade 311

Citizen Service Center  
Customer Service Representative I  
146  
Grade 306

Citizen Service Center  
Marketing/Public Outreach Coordinator  
0  
Grade 308  
CREATE

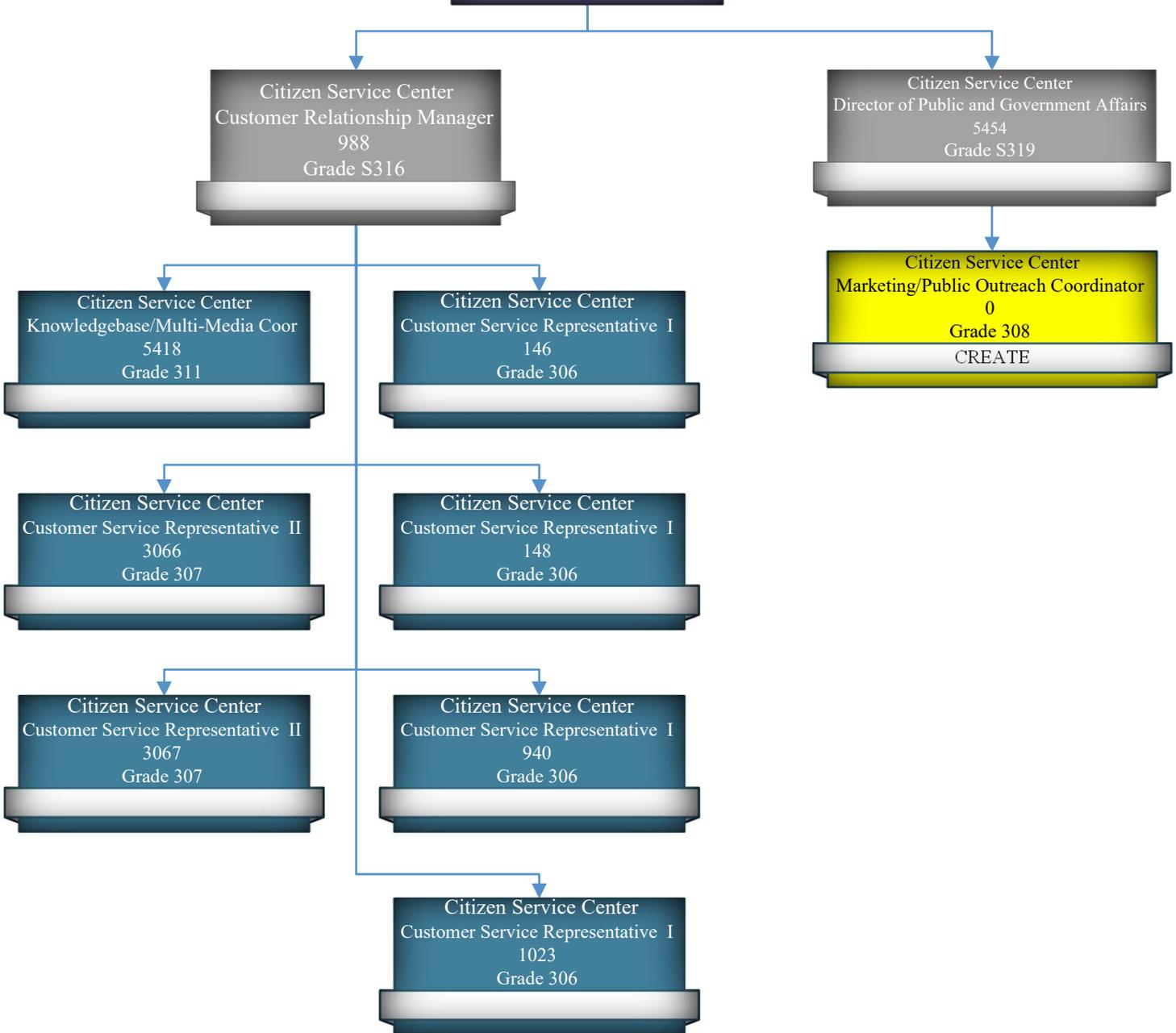
Citizen Service Center  
Customer Service Representative II  
3066  
Grade 307

Citizen Service Center  
Customer Service Representative I  
148  
Grade 306

Citizen Service Center  
Customer Service Representative II  
3067  
Grade 307

Citizen Service Center  
Customer Service Representative I  
940  
Grade 306

Citizen Service Center  
Customer Service Representative I  
1023  
Grade 306



## **POSITION DESCRIPTION**

Title: Marketing and Public Outreach Coordinator  
Department: Commission Administration  
Job Analysis: September 2021

Note: Statements included in this description are intended to reflect in general the duties and responsibilities of this classification and are not to be interpreted as being all inclusive. The employee may be assigned other duties that are not specifically included.

### **Relationships**

Reports To: Director of Public and Government Affairs  
Subordinate Staff: None  
Internal Contacts: County Department Employees, Employees of the Commission Office, County Supervisors  
External Contacts: General Public, others as assigned  
Status: Classified/Non-Exempt (308)

### **Job Summary**

The Baldwin County Commission (subsequently referred to as “the County”) is seeking a Marketing and Public Outreach Coordinator under the Director of Public and Government Affairs to create and coordinate Baldwin County social media and Everbridge content creation and dissemination, assist with public outreach events and meetings, track engagement efficacy and implement strategies for ongoing improvement, track media mentions, and create and distribute regular electronic and printed newsletters to Baldwin County approximately 675 employees and thousands of Baldwin County citizens.

In close collaboration with the Director of Public and Government Affairs, the Marketing and Public Outreach Coordinator will assist in designing, developing, and supporting social media and event related outreach methods and activities for Baldwin County.

Efforts in outreach and engagement will focus on the history, diverse landscape and culture of the overall County, and will highlight the unique features of each of our communities. This position will be asked to review and provide input into overall social media strategy and effectiveness and will measure the impact of Baldwin County engagement techniques on a monthly basis by tracking and reporting media mentions, social media engagement and email open rates among other methods.

### **Knowledge, Skills, and Abilities**

(Any item with an asterisk will be taught on the job.)

1. Experience in maintaining social media platforms and creating and posting content to Facebook, Twitter, Instagram and Everbridge.
2. Experience in graphic design for posts and newsletters. Experience with Canva and design software preferred.
3. Experience in working on special events.
4. Familiarity with Baldwin County's geography, history and culture.
5. Demonstrated ability to communicate effectively, both verbally and in writing.
6. Able to accurately edit and write materials for publication.
7. Ability to gather relevant information to resolve vaguely defined practical problems.
8. Excellent people and communication skills.
9. Ability to handle multiple projects simultaneously.
10. Deadline driven and detail oriented.
11. A good working knowledge of general office practices and procedures.
12. Familiar with computers and software.
13. Knowledge of office machinery operations.
14. Possess the skill/ability to establish and maintain effective working relationships with office staff, coworkers, and general public.
15. Demonstrated ability and knowledge in the effective use of social media platforms to disseminate information to the public.
16. Experience with government community outreach, website and social media content, design and development, and social media analytics.

### **Other Characteristics**

1. Willing to travel for the purposes of professional development.
2. Willing to work overtime as required.

### **Minimum Requirements**

1. College degree in the areas of marketing, communications, graphic design or similar, or a minimum of two (2) years of practical experience in areas directly related to job description.
2. Possess a valid driver's license and be insurable by the County's insurance standards.