

# **SNOHOMISH COUNTY JOB DESCRIPTION**

## **MARKETING SPECIALIST**

Spec No. 2209

### **BASIC FUNCTION**

Develops and implements successful marketing plans, strategies and tactics that meet short term and long term promotional, financial, and operational objectives.

### **STATEMENT OF ESSENTIAL JOB DUTIES**

1. Identifies prospective partners, develops proposals, makes presentations, negotiates sponsorships, completes worksheets for agreement preparation, coordinates requirements, and on-site coordination.
2. Sources and secures resources from corporate and local partners that enhance, support, strengthen and expand the promotion of Snohomish County.
3. Oversees and assists in producing all marketing materials (digital, print ads, banners, posters, fliers, etc.) and overall campaigns.
4. Works with media buyers, production companies and section staff in developing and implementing the marketing/advertising/promotional campaigns within budget. Coordinates and monitors the use of social media resources.
5. Oversees the promotions of facilities, including production of sales materials, client solicitation, collaborations with trade and tourism organizations.
6. Responsible for the development, implementation, and promotion of marketing programs aimed at potential and existing partners and public; prepares target marketing research and reports, including web-site development and maintenance.
7. Writes and submits press releases or special interest stories for the media.
8. Oversees all onsite-media coverage and promotions.
9. Assists with the organization of special events.
10. Prepares and distributes media kits.
11. Operates as point of contact for program area.
12. Assists with sales and promotions.
13. Oversees the development of promotional materials.
14. Assists with public relations duties as needed.

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15. Works with and attends meetings with Staff, Advisory Boards, Media Buyers, Production Companies, entertainers, promoters, organizations, committees, and designated individuals that are an integral part of, or are involved with activities, events and programs as requested.
16. Develops correspondence and reports as needed.

### STATEMENT OF OTHER JOB DUTIES

17. Performs other duties as assigned.

### MINIMUM QUALIFICATIONS

A bachelor's degree in marketing, business administration or related field; AND two (2) years' experience in event management, advertising and promotions, marketing or public relations; OR, any equivalent combination of training and/or experience that provides the required knowledge and abilities. Must pass job related tests.

### SPECIAL REQUIREMENTS

A valid Washington State Driver's License is required for employment.

### KNOWLEDGE AND ABILITIES

Knowledge of:

- principles and practices of marketing, advertising and promotions;
- events coordination;
- public relations techniques;
- budget and record keeping techniques;
- project management;
- strong organizational skills;
- Microsoft Office software applications;
- web-site development and maintenance;
- social media applications;
- office practices and procedures.

Ability to:

- prepare and negotiate agreement terms;
- effective written and verbal communication skills

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- establish and maintain effective relationships with staff, partners, political officials, media, and the public;
- meet deadlines and cope with interruptions;
- follow-through and be detail oriented;
- operate standard office equipment and computer software programs;
- be results oriented

#### SUPERVISION

Position reports to an administrative superior as assigned. Assignments are of a general nature and the work is reviewed through reports and outcomes.

#### WORKING CONDITIONS

The work is performed in the office setting and outdoors as necessary. The employee may be requested to work evenings and holidays, as necessary.

Snohomish County is an Equal Employment Opportunity (EEO) employer.  
Accommodations for individuals with disabilities are provided upon request.

[EEO policy and ADA notice](#)

#### Completed by HR

Class Established: March 2001 as Fairgrounds Marketing Coordinator

Revised and Retitled: March 2002 as Fairgrounds Marketing Specialist, August 2021 as Marketing Specialist

Revised: January 2012, February 2012

EEO Category: 2 – Professionals

Pay Grade: 238 – Classified Pay Plan

Workers Comp: 5306 Non-Hazardous

FLSA: Non-Exempt