Job Description

Position Title: Administrative Associate, Communications and Marketing Coordinator
Classification: Associate
Pay Grade: Level 11
Department: Communications and Marketing

Employment Status: At-Will
Position Reports To: Marketing Manager
Positions Supervised: None
Judgment Exercised: Normal
Overtime Status: Non-Exempt

Position Summary

Supports the Communications and Marketing team in executing and monitoring communications strategies, including tracks and reports analytics on marketing and communications campaigns, media mentions and inquiries, and website usage on both Cal Cities and Western City magazine platforms; uploads web content and maintains select webpages; manages requests for general information from members, journalists, and the public; maintains related administrative functions for the Communications and Marketing team; and performs other duties as assigned.

Essential Duties and Responsibilities

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Manages and replies to requests for general information from members and the public; communicates with external agencies and outside organizations to exchange information, coordinate activities, and resolve issues or concerns.
- Coordinates media requests; gathers key information from media; provides general information to media; and forwards complex requests to the appropriate Cal Cities team member.
- Tracks media inquiries, media mentions of Cal Cities, web and newsletter statistics, and creates analytic reports on statistics.
- Tracks and reports analytics from social media marketing and communications campaigns and website traffic.
• Prepares press release and newsletter templates for weekly, monthly, and occasional publications; prepares, formats, proofreads, edits, and revises written materials.

• Uploads content to Western City magazine website monthly and to Cal Cities website as assigned; assists with tagging website articles and photos in relevant categories to optimize search and traffic.

• Oversees Western City advertising invoicing and past due account collections; reviews, approves, and forwards bills to accounts payable clerk.

• Coordinates Western City job postings; proofs and approves online job postings.

• Researches specifications and then drafts, coordinates, processes vendor contracts for photography, video, website, advertising, and other communications-related outside services.

• Enters, updates, and maintains newsletter and magazine subscriber information into database.

• Coordinates and maintains administrative functions for the communications and marketing team including coordinating schedules; attending meetings; preparing and sending out meeting notices; maintaining assigned calendars; reserving facilities; collecting and compiling information for meetings, projects, and trainings; arranging meeting room setup; and coordinating food and beverage options for meetings as assigned.

• Provides administrative support to communications and marketing team members, including processing team expense reports, as needed, and processing invoices for Cal Cities newspaper and monthly subscription services.

• Travels as assigned throughout state to provide onsite staffing to multiday meetings.

• Performs other duties as required.

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**Job Qualifications**

**Knowledge/Skills:**

• Strong oral communications and solid foundation in English spelling, grammar, and punctuation.

• Communicate clearly and concisely with diverse audiences, both verbally and in writing.

• Knowledge of communications technology including experience with website content management systems and social media analytic tools.

• Experience gathering, analyzing, and creating social media and website user statistics.

• Computer literacy in word processing and spreadsheets, including MS Office products and other general-purpose tools (Acrobat, multiple internet browsers, etc.) and ability to learn proprietary software.

• Plan, direct, and manage competing demands, projects, assignments and responsibilities simultaneously.

• Fundamental meeting planning, scheduling, calendaring, and conference call procedures.

• Demonstrate effective organizational, planning, and project management skills.

• Ability to define problems, gather data, establish facts, and draw valid conclusions.

• Understand work unit and department goals and priorities in relationship to overall organizational goals and priorities.

• Interpret and apply Cal Cities policies, procedures, guidelines, rules and regulations.

• Sustain a positive, “can-do” attitude and commitment to customer service for both internal and external customers.

• Understand and follow both oral and written instructions.

• Proofread and edit typed materials accurately as required by position.
• Respond immediately to changes, demands, and workload in a positive and pleasant manner.
• Establish and maintain effective work relationships with staff members, Cal Cities members, third party vendors, the media, and outside contractors in the performance of required duties.
• Ability to work independently and follow through on necessary tasks.
• Perform duties with professionalism, both individually and as a member of a team.
• Travel as needed to perform duties and advance organization goals and objectives.

Experience and Training

Three years of progressively responsible experience supporting communications and/or marketing functions for an organization, or a combination of education and experience which provides the required knowledge, skills, and abilities. Associate’s or Bachelor’s degree in English, communications, marketing, public relations, or a related field from an accredited university.

Physical Demands and Work Environment

The physical demands and work environment characteristics described here are representative of those an employee encounters while performing the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee regularly works in a business office setting. Tasks require variety of physical activities, not generally involving muscular strain, such as walking, standing, sitting, reaching and light lifting. Regular and consistent in-person interaction and continuous talking, hearing and seeing required in the normal course of performing the job. Common eye, hand, finger dexterity required to perform some essential functions. Mental application utilizes memory for details, verbal instructions, emotional stability, discriminating thinking and creative problem solving. Infrequent automobile and airline travel required in normal course of job performance.

Equipment Used

<table>
<thead>
<tr>
<th>Computer, keyboard, mouse</th>
<th>Copier</th>
<th>Current Microsoft Office applications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fax machine</td>
<td>Telephone</td>
<td>Scanner</td>
</tr>
<tr>
<td>Smart Phone</td>
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