



DEPARTMENT OF

ARTS BUSINESS AND CULTURE

MARKETING ASSISTANT

Salary: \$16/hour

Type: Part Time

Benefits: None

Date Posted: 7/24/24

About ABCD

The Arts, Business, & Culture Department is responsible for fostering Salisbury's thriving economic climate through supporting business, expanding economic opportunity, promoting artistic expression, hosting unique experiences, and maintaining regional attractions such as the Salisbury Zoo and Poplar Hill Mansion. By producing signature events, facilitating business incentives, and collaborating with stakeholders, this department strives to make Salisbury a place where arts, business, and culture intersect and flourish.

Profile

Under the supervision of the Marketing and Outreach Manager, the Marketing Assistant is responsible for assisting the Marketing and Outreach Manager in promotion, communication and design relating to the Arts, Business and Culture Department and its events. This includes the Salisbury Zoo, Poplar Hill Mansion, Downtown Salisbury, and numerous other department events. Will perform other duties as assigned.

Preferred Education

High School Diploma or GED required; Associate's or Bachelor's Degree in Marketing, Communications, Journalism, Graphic Design or a similar field preferred.

Preferred Experience

At least one year of experience working in marketing or a similar field (including through school, internship or volunteer roles).

Requirements/Certifications

Strong commitment to accuracy and attention to detail; skilled in marketing, graphic design, writing, photography and social media management. Schedule will include working at evening and weekend events.

How to Apply

1 Visit salisbury.md/apply

2 Submit City application, cover letter, and resume

Studies have shown that women and people of color are less likely to apply for jobs unless they believe they can perform every job description task. We are most interested in finding the best candidate for the job, and that candidate may come from a less traditional background. The City may consider an equivalent combination of knowledge, skills, education, and experience to meet minimum qualifications. If you are interested in applying, we encourage you to think broadly about your background and skill set for the role.

Jobs will be posted for a minimum of 2 weeks.

City of Salisbury, MD

Classification Description

Classification Title: Marketing Assistant

Grade:

Department: Arts, Business and Culture Department

FLSA Status: NE

Date: 07/22/24

Position Profile: Under the supervision of the Marketing and Outreach Manager, the Marketing Assistant is responsible for assisting the Marketing and Outreach Manager in promotion, communication and design relating to the Arts, Business and Culture Department and its events. This includes the Salisbury Zoo, Poplar Hill Mansion, Downtown Salisbury, and numerous other department events. Will perform other duties as assigned.

Duties and Responsibilities

Administrative Management: Holds self-accountable for assigned responsibilities; sees tasks through to completion in a timely manner. Tasks could include the following:

- Covers events and programs live, taking photos and videos and posting content to social media (events are normally held evenings and weekends).
- Designs flyers, signage and other printed materials, updates materials using existing templates, and creates graphics.
- Creates well-crafted social media posts, primarily for Facebook and Instagram, that match the voice and tone of each page.
- Creates emails using Constant Contact to send out to the public.
- Writes press releases and other written content.
- Makes website updates on City websites and shares information with other audiences, including posting events to calendars.

Skills Proficiency/Strategic Planning: Skillful in use of tools, hardware, software and equipment.

- Has a strong commitment to accuracy, correct spelling and grammar, and attention to detail. Knowledge of AP Style preferred.
- Skilled in using the Adobe Creative Suite to create flyers, signage and other print collateral and graphics.
- Files photos and content appropriately on the shared network.
- Able to use Microsoft Office products.
- Effectively prioritizes and multitasks while paying attention to detail and deadlines.
- Brings creativity and fresh ideas to the position.

Leadership/Team Leader: Acts as a role model and peer leader among teammates and colleagues.

- Keeps any confidential or embargoed information confidential.
- Acts professionally whenever representing the City of Salisbury (for example: both at events and online, when responding to comments/messages)

- Works and communicates well with a team and the public.

Stewardship/Financial: Safeguards equipment, supplies and materials.

- Takes care of City equipment and uses equipment for the appropriate work-related purposes.

Development/Leadership Development: Participates in opportunities to earn or maintain professional credentials and certifications.

- Grows professionally by attending professional development seminars and workshops.

Performance Expectations

- **Communication:** Articulates thoughts and ideas clearly and effectively to exchange information. Listens to others and provides useful feedback.
- **Work Ethic:** Demonstrates personal accountability, effective work habits, integrity and ethical behavior.
- **Teamwork:** Works well as a part of a team through respectful and collaborative relationships with colleagues, customers, affiliates and stakeholder groups.
- **Problem Solving:** Improves, designs, refines, finds and invents criteria to combine in order to resolve problems. This combines creative and critical thinking.
- **Initiative:** Takes charge before others do and/or without being instructed.

Education and Experience

- High School Diploma or GED required; Associate's or Bachelor's degree in Marketing, Communications, Journalism, Graphic Design or a similar field preferred.
- At least one year of experience working in marketing or a similar field (including through school, internship or volunteer roles).
- Valid driver's license.

Physical Requirements

- Work requires no unusual demand of physical effort.
- Work environment involves everyday risks or discomforts which require normal safety precautions typical of such places as offices or meeting and training rooms, e.g., use of safe workplace practices with office equipment, avoidance of trips and falls, and observance of fire and building safety regulations.

The above job description is not intended as, nor should it be construed as, exhaustive of all responsibilities, skills, efforts, or working conditions associated with this job.

Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions of this job.