



Marketing Assistant

Department of Communications

SALARY

\$16.00/hr

TYPE

Standby (As needed)

SCHEDULE

Evenings/weekends/
occasional weekdays

DATE POSTED

7/27/2026

BENEFITS

None

DEPARTMENT PROFILE

The Communications Department serves as the primary source of information for residents, employees, City Council members, and community organizations. Through strategic messaging, media relations, and digital engagement, the department ensures transparency, fosters community involvement, and enhances public trust. By leveraging innovative communication strategies, the team works to keep the public informed about city initiatives, services, and events while strengthening the connection between local government and the community.

EDUCATION

High School Diploma or GED preferred; Associate's or Bachelor's degree in Marketing, Communications, Journalism, Graphic Design or equivalent combination of experience.

POSITION PROFILE

Under the supervision of the Communications Director, the Marketing Assistant is responsible for assisting the Communications Department in promotion, communication and design relating to the City of Salisbury departments.

EXPERIENCE

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

REQUIREMENTS / CERTIFICATION

Valid Driver's License

HOW TO APPLY

1. Visit [Salisbury.md/apply](https://salisbury.md/apply)
2. Submit City Application, Cover Letter, and Resume

The City of Salisbury is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, age, protected veteran status, or disability status.

Capital of the Eastern Shore

City of Salisbury, MD

Classification Description

Classification Title: Marketing Assistant

Grade: N/A (Standby)

Department: Communications

FLSA Status: NE

Date: 7/27/2026

Position Profile: Under the supervision of the Communications Director, the Marketing Assistant is responsible for assisting the Communications Department in promotion, communication and design relating to the City of Salisbury departments.

Duties and Responsibilities

Administration/Task 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 (Work schedule will primarily consist of evenings and weekends to support City events, with occasional daytime or morning hours as needed)
- 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.
- Helps write press releases and other written content.
- Makes website updates on the City of Salisbury website and shares information with other audiences, including posting events to calendars.

Skills Proficiency/Technical Aptitude: Skillful in use of tools, hardware, software, and equipment.

- Proficient in using communication tools, office equipment, digital hardware, and software to support marketing, communications, and public engagement initiatives.
- Demonstrates strong attention to detail, accuracy, and written communication skills, including proper spelling, grammar, and proofreading. Knowledge of Associated Press (AP) Style is preferred.
- Skilled in video and photo editing, graphic design, and content creation using Adobe Creative Suite and Canva to produce print and digital marketing materials.
- Maintains organized digital files by properly archiving photos, videos, and communication assets on the City's shared network.
- Proficient in Microsoft Office 365, including Word, Excel, PowerPoint, Outlook, and Teams.
- Strong organizational and time management skills, with the ability to prioritize multiple projects and meet deadlines in a fast-paced environment.

- Brings creativity, initiative, and innovative ideas to support City branding, public outreach, and community engagement.
- Works collaboratively across City departments to develop and implement effective communications and marketing initiatives.
- Demonstrates professionalism, sound judgment, and discretion in all communications

Leadership/Role Model: Acts 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/Resources: Safeguards equipment, supplies and materials.

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

Development/Professional Development: Participate 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:** Determines what needs to be done and acts on it. Takes charge before others do and/or without being instructed.

Education and Experience

- High School Diploma or GED preferred; Associate's or Bachelor's degree in Marketing, Communications, Journalism, Graphic Design or equivalent combination of experience.
- At least two years of experience working in marketing or a similar field (including through school, internship or volunteer roles).

Certificates, Licenses, Registrations, and Skills

- Valid Driver's License

Physical Requirements

- The position requires routine travel throughout the City of Salisbury to capture photographs and video content, as well as the occasional lifting and transport of camera equipment.

- Work environment involves typical office and outdoor settings, requiring adherence to standard safety precautions.
 - Work schedule will primarily consist of evenings and weekends to support City events, with occasional daytime or morning hours as needed
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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.