

## **WEBSITE AND MARKETING SPECIALIST**

**GENERAL DESCRIPTION:** Performs a variety of marketing tasks with the main focus on website management. Oversees the functionality of the Town's four websites, evaluates and manages website performance, facilitates hosting and server management, and develops, maintains, and updates website content. This employee works under the general supervision of the Tourism & Main Street Director.

### **ESSENTIAL FUNCTIONS OF THE JOB:**

- Works cohesively with the Tourism and Main Street Director and the Marketing and Promotions Coordinator to create and execute marketing efforts
- Manages content on the Town's civic site, tourism site, Wetlands Water Park, and the McKinney Center websites
- Develops, reviews, and integrates new web pages, graphics, and elements
- Monitors and reports on website traffic and Google Analytics
- Manages all content on Google Calendar
- Oversees form registration software used for all job applications, forms, event submittals, etc.
- Archives all website content in an organized and easily retrievable manner
- Assists with scheduling zoom meetings for Town Hall Administration
- Assists with livestream of Board of Mayor and Alderman meetings
- Assists with social media content creation as required
- Provides public relations and marketing support as required
- Researches and evaluates new web technology, products, and specialized hardware and tools to optimize development and functionality of websites and applications
- Works with team members to create graphics and execute design decisions
- Publishes content maintaining continuity of themes, streamlining navigation and increasing online presence
- Makes recommendations on software/hardware purchases
- Educates departments on uses of web technologies
- Researches and makes recommendations to increase website efficiency and use for residents and tourists
- Performs troubleshooting and technical support for websites
- Provides creation, modification, analysis, or optimization of a design
- Provides support for special events
- Provides staff support for the Main Street program
- Assists with marketing and promotion for town events and community events

**REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES:** Knowledge of computer software applications, web-based design programs, marketing, design and communications, Google analytics, and Search Engine Optimization; ability to apply Town policy and procedure to a wide variety of tasks; maintain on-going record keeping; establish and maintain effective working relationships with other employees, consultants, and the general public; good attention to detail, creativity, and knowledge of information technology.

**ACCEPTABLE EXPERIENCE AND TRAINING:** Must possess a bachelor's degree in web design, computer science, marketing, public relations, journalism, communications, business, or closely related field; and three years of related experience; or any equivalent combination of experience and training which provides the required knowledge, skills, and abilities. Experience or training in website development, photography, journalism, or graphic design is a plus.

**OTHER REQUISITES:** From time to time the incumbent may be assigned special duties by a superior or, temporarily, may be asked to assist other employees occupying a different position. Employees in this class may be required to work overtime, weekends, holidays, and maybe in an on-call status from time to time. This job description should not be construed as an all-inclusive statement of every task required of this position but as a fair representation of the majority of the work.

**ADA REQUIREMENTS:**

**Physical Requirements:** Tasks are essentially sedentary, with occasional walking, bending, light lifting, or other restricted physical activities. However, some tasks may require some physical effort, i.e., some standing and walking or frequent light lifting (5-10 lbs.); or minimal dexterity in the use of fingers, limbs, or body in the operation of shop or office equipment. Tasks involve extended periods at the computer.

**Environmental Requirements:** Tasks are regularly performed without exposure to adverse environmental conditions.

**Sensory Requirements:** Tasks require visual perception and discrimination. Tasks require oral and written communication skills. Tasks require color perception and discrimination.

**Reasonable Accommodation(s):** Reasonable accommodation(s), if needed will be provided for the employee to perform the required job with adequate strength, dexterity, coordination, and visual acuity and in a manner that does not pose a direct threat to the health or safety of the employee or others in the workplace.

Classification: full-time grade 10

Non-Exempt

April 5, 2021