

Communications & Brand Coordinator

GENERAL STATEMENT OF DUTIES:

Performs professional work in the areas of strategic brand utilization for Genesee County. Coordinates county brand utilization efforts through collaboration with CVB groups and partners. Works to unify the Genesee County Brand throughout all county departments, events, properties, etc. Creates and maintains content for social media platforms, websites and events for Genesee County. Coordinates messaging to ensure mission and vision of the Board of Commissioners are effectively communicated to community. Interacts with all departments to ensure that messaging created promotes a positive image of the county to contribute towards increased tourism. Reports to the Board & Capital Projects Coordinator.

STATEMENT OF TASKS

Under direction of the Board & Capital Projects Coordinator, creates, develops and deploys the Genesee County brand throughout all Genesee County departments ensuring a consistent, easily identifiable brand.

Responsible for oversight of the Genesee County Websites including social media platforms.

Develops collaborative relationships with professional organizations, community groups and other stakeholders for the purpose of creating an environment within Genesee County for expansion, development and increased tourism;

Provides guidance to professional consultants contracted by the county;

May represent the county on various committees or at meetings as they relate to marketing, branding and/or community development;

Prepares and/or coordinates community and stakeholder engagement strategies aligned with the strategic goals of Genesee County;

Develops messaging for departmental activities to raise awareness of programs offered and sponsored by various Genesee County departments;

Creates a close working relationship with local media outlets;

Develops presentations for local, regional, and/or national demonstrations and/or appearances;

REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES

Thorough knowledge of principles, methods, and techniques employed in strategic brand management, communications and marketing;

Thorough knowledge of and ability to utilize Adobe Creative Suite software and other industry standard software;

Thorough knowledge of and ability to utilize Hootsuite software;

Extensive knowledge of the utilization of social media as an impactful tool;
Ability to effectively organize and manage multiple projects/priorities within organizational and financial constraints;
Ability to develop and maintain positive, effective working relationships, build trust and cooperation as well as a collaborative environment;
Ability to utilize good judgment in politically diverse circumstances;
Ability to communicate both orally and in writing;
Ability to maintain interpersonal relationships;
Ability to attend work regularly and work under stressful conditions.

MINIMUM QUALIFICATIONS

Bachelor's degree in Marketing, Economics, Business Administration, Communications, or related field –AND- Two (2) years related professional work experience.

-OR-

Bachelor's degree and Four (4) years related professional work experience.

SPECIAL REQUIREMENTS

Must possess a valid driver's license;
Must attain Certified Tourism Ambassador (CTA) certification within 6 months of hire;
Must be willing to work weekends, holidays, and irregular hours in varying weather conditions;
Must be courteous in dealing with the general public and fellow staff members;



Human Resources Director

Established: March 5, 2019