



City of Irving Job Description

Advertising Coordinator

FLSA Status:	Non-Exempt	Job Department:	Arts & Culture
Job Code:	3295	Reports To (Job Title):	Arts Assistant Executive Director - Operations

PURPOSE

This position is responsible for assisting with media buying, managing advertising traffic and publication schedules, providing copywriting for and proofing of advertisements, collateral and website as required.

ESSENTIAL DUTIES AND RESPONSIBILITIES

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily.*

- Manage ad traffic, which includes creating annual calendar for ad creative, production and distribution to media outlets.
- Manage collateral/publication production, coordinating the processes from content generation and design to production and distribution.
- Write headlines and copy for collateral, ads, and website.
- Assist with media buying and negotiation for added value components to support marketing goals.
- Assist with media and communications planning.

OTHER DUTIES AND RESPONSIBILITIES

- Proof written material produced for IAC across print and on-line platform.
- Other related marketing duties as assigned.

SUPERVISORY RESPONSIBILITIES

Supervisory responsibility is not a regular part of the position.

FINANCIAL / BUDGETARY RESPONSIBILITY

N/A

QUALIFICATIONS:

The requirements listed below are representative of the knowledge, skill, and/or ability required.*

EDUCATION

- Bachelor's degree in journalism, communications or marketing

EXPERIENCE

- At least three (3) years in journalism, communications or marketing.
- Agency experience would be helpful.

CERTIFICATES, LICENSES, REGISTRATIONS

- N/A

KNOWLEDGE OF

- Communications & Media: Available media choices in the market, communication distribution channels and methods, media scheduling and traffic management tools, understanding of how each component relates to the communication and marketing strategy for the organization
- Office / Industry Software: Microsoft Word, Access, Excel, Powerpoint programs, and programs specific to the marketing industry (intermediate proficiency).
- English Language: The structure and content of the English language including the meaning of words and grammar
- Fine Arts: Techniques required to produce visual art, perform music, dance and theatre.

SKILLS AND ABILITIES IN

- Accuracy: Paying attention to detail in dealing with numbers, words and ideas.
- Active Learning: Working with new information and technology and achieving proficiency.
- Presentation: Creating a positive image and communicating effectively with media sales and traffic staff.
- Active Listening: Listening to what others are saying and asking questions as appropriate.
- Information Organization: Finding ways to structure or classify multiple pieces of information.
- Time Management: Managing time wisely to complete assignments on time.
- Cooperation: Whether working independently or as part of a team, establishing and maintaining positive working relationships with those contacted in the course of work
- Persuasion: Assessing public interest and attitudes and convincing others to act to achieve a positive outcome.
- Creativity: Processing factual information and writing about it creatively to compel action by others.
- Written and Oral Expression: Communicating information and ideas in writing, as well as through speech, so others will understand.

GUIDANCE RECEIVED

Detailed Instructions and Standardized Procedures

Follows standard procedures and/or detailed instructions that apply to each task or assignment; situations that cannot be handled under standard operating procedures are referred to a supervisor or more senior position.

CONTACTS

High interaction with internal and external facility users, gathering and disseminating information; interacts with media, community leaders and organizations and the public as a spokesperson for the organization; with other city employees at all levels in dissemination of information

EQUIPMENT AND PROPERTY

This position utilizes a smart phone, computer, general office equipment, and digital camera.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.*

The employee is constantly required to listen and see. Frequently, s/he is required to talk, sit, stand and walk. Occasionally, s/he is required to carry, lift up to 20 lbs., reach, stoop, push, pull, and drive a vehicle.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.*

General office conditions, occasional exposure to the outdoors, and low light levels.

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

Note: A class specification is a general listing of duties, responsibilities, knowledge, skills, and abilities required of an incumbent assigned to a particular class of work. There may be one or multiple positions assigned to a single classification; therefore, the class specification lists those work attributes that are common to every incumbent in the class.