



City of Bristol
Job Description

Job Title: Marketing Assistant

Department: Parks, Recreation, Youth and Community Services

Code:

FSLA Status: Non Exempt

Prepared: April, 2022

Schedule: Monday – Thursday, 8:30 a.m. – 5:00 p.m. (1/2 unpaid lunch) and Friday 8:30 – 2:00 p.m. (no lunch) from May 30th – August 28th. This position works 37.5 hours per week.

Position Goal(s): To support the Community Engagement Coordinator in the marketing of programs, events, and services in order to bolster community engagement in Bristol’s park system. This position is administrative and technical in nature.

Essential Duties and Responsibilities:

Responsible for planning, organizing and supervising assigned engagement programs and events, as well as developing new activities to meet the diverse needs of the Bristol community.

- Assists the Community Engagement Coordinator in the administration of a department wide strategic marketing plan which includes weekly newsletters, press releases, social media management, and website functions.
- Attends monthly Marketing Meetings and assists in educating department staff on marketing initiatives.
- Seeks appropriate partnerships and build connections with local civic, cultural and community organizations to help establish meaningful collaboration and reduce overlap and service duplication across the city.
- Represents the department at various community events throughout the year to enhance visibility and market services (i.e. Health Fair, West End Association, Mum Festival, etc).
- Assists division supervisors in developing and implementing program evaluations/surveys to ensure on-going assessment of participant satisfaction and community needs.
- Assists division supervisors in developing promotional material for programs, events, and initiatives.
- Assists in designing the department-wide seasonal programming brochures and collaborates with community partners to facilitate its distribution.
- Ensures quality customer service by answering and directing questions from patrons at the main office, and youth and community services office as assigned.
- Supports program or event set-up /break down.
- Support tasks include compiling data and reports as needed.

Supervised By: Community Engagement Coordinator

Supervises: N/A

Knowledge, Skills, and Abilities: To perform this job successfully, an individual should have knowledge of recreation based software, marketing, website and social media site content management skills, knowledge of internet use, and intermediate knowledge of publishing and design software.

Qualifications Profile: Requires High School diploma and/or GED Education. Currently pursuing or possessing a degree in Marketing, Communications, or a related field, is preferred. Requires excellent communication skills. This position is an entry level position and does not require professional experience.

License(s) or Certifications(s): Requires a valid CT Driver License.

Work Environment and Physical Demands: While performing the duties of this job, the employee regularly works in an indoor or office environment. The physical demands and work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Physical requirements include but are not limited to: frequently sitting, standing, walking, typing, and occasionally required to stoop, kneel, crouch, bend, lift, crawl, and reach with hands and arms. Ability to safely lift and carry up to 25 pounds or more occasionally. Ability to frequently move program equipment and event supplies across over eighteen park facilities and offices. Ability to exchange accurate and timely information. May require business use of personal vehicle. This list is not all- inclusive and may be supplemented as necessary. Reasonable accommodations may be made to enable individuals with disabilities to perform essential job functions efficiently and productively.

Salary: \$14.40/hour