



CITY OF LARGO  
invites applications for the position of:  
**COMMUNICATIONS &  
MARKETING SPECIALIST**

An Equal Opportunity Employer

**SALARY**

Hourly	Biweekly	Annually
\$19.59 - \$29.40	\$1,567.20 - \$2,352.00	\$40,747.20 - \$61,152.00

**OPENING DATE:** 08/24/18

**CLOSING DATE:** 09/07/18 05:00 PM

**SUMMARY:**

Assists in the development and administration of elements of the City's public awareness program. This position acts as the principle liaison for publication and collateral production; creates strategies and integrates traditional media and new digital media; and prepares, coordinates, and disseminates press releases, public service announcements, and other media communications.

The position supports marketing efforts to Recreation, Parks and Arts programming and reports to the Communications and Marketing Manager.

**Hiring Range:** \$40,700 - \$46,750

**Emergency Response Status:**

As a condition of employment, all City of Largo employees will be required to work as directed during an undeclared and/or a declared emergency. All employees are subject to recall around the clock for emergency response operations, which may require irregular work hours, work at locations other than the normal work location and may include duties other than those specified in the employees official job description.

**ESSENTIAL DUTIES  
AND  
RESPONSIBILITIES**

- Recognizes public information and marketing opportunities and assists and advises department staff in the planning, production, and implementation of those opportunities.
- Works closely with assigned staff on communicating departmental programs and special events.
- Prepares and executes marketing plans and initiatives.
- Conducts media relations, public relations, ad buying, copy writing and media pitches.
- Coordinates preparation, layout, printing, and dissemination of print material.
- Writes or edits and submits press releases and feature articles for newspaper, trade journals, and other media.
- Creates graphic layouts for print and digital designs.
- Designs and maintains portions of the City's web site.
- Prepares, submits, and promotes public service radio and television announcements or interviews.
- Ensures published, printed or broadcast products meet City quality and style standards and receives approval prior to release.
- Team collaboration with all Communications and Marketing staff on major City-wide branding projects and events.
- Acts, when needed, as a City Emergency Operations Public Information Officer.
- Generates purchase orders for marketing projects and tracks expenditures to monitor project budget.
- Manages social media accounts.
- Creates monthly marketing newsletters to drive program awareness and participation.
- Tracks the monthly and quarterly expenses, and ensures that necessary resources are available and managed in a cost effective manner.
- Performs related work as required.

**MINIMUM  
QUALIFICATIONS**

**Training and Experience:**

- Bachelors Degree in Marketing, Communications, Public Relations, Journalism, or a directly-related field
- At least four years experience (full-time) in mass media, advertising, public relations or publishing or an equivalent combination of training and experience

**Knowledge, Skills, and Abilities:**

- Knowledge of:
  - accepted concepts and practices of public relations and communications
  - principles, procedures, and techniques of communication including print, radio, television, video, and web media
- Ability to:
  - work in a Mac environment
  - recognize and conceptualize communications and marketing opportunities
  - maintain effective working relationships with staff, the media, and the public
- communicate with clarity and accuracy both verbally and in writing
- demonstrate proficiency in desktop publishing software including, but not limited to, Adobe Photoshop, Adobe Illustrator or Adobe In Design

**WORK  
ENVIRONMENT &  
PHYSICAL  
REQUIREMENTS**

**Work Environment:** 85% Inside a climate controlled building. 15% outside which includes driving.

**Physical Requirements:** The essential functions of the job require:

sitting approximately six (6) hours per day, standing approximately one (1) hour per day, and walking approximately one (1) hour per day. The job also requires frequent: bending/stooping, fine manipulations, grasping, kneeling, reaching, lifting/carrying objects weighing up to 15 pounds, with occasional: climbing, kneeling, pulling, and pushing. On rare occasions the work requires: repetitive motion and lifting/carrying objects weighing more than 45 pounds.

**Sensory Requirements:** Hearing: Ability to understand what others are saying in normal conversation and on the telephone. Speaking: Ability to communicate orally with others and speak effectively on the telephone. Seeing: Ability to see and read computer monitor screens, operate a vehicle, and read normal and/or fine print.

**Driving Requirements:** The work requires frequent driving and possession of a valid Florida Class "E" Driver License.

**Other:** The work requires the proficiency in desktop publishing software including, but not limited to, Adobe Photoshop, Adobe Illustrator or Adobe In Design.

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

APPLICATIONS MUST BE OBTAINED AND FILED ONLINE.  
COMPUTER TERMINALS ARE AVAILABLE IN THE HUMAN RESOURCES LOBBY FOR YOUR CONVENIENCE.

City Hall, Human Resources Department  
201 Highland Ave NE  
Largo, FL 33770

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### COMMUNICATIONS & MARKETING SPECIALIST Supplemental Questionnaire

- \* 1. Please indicate your highest level of education:
    - Masters Degree
    - Bachelors Degree
    - Associates Degree
    - High School or GED
  - \* 2. Please indicate your degree program:
    - Marketing
    - Communications
    - Public Relations
    - Journalism
    - Other Program (Please list below)
    - High School / GED
  - \* 3. If your degree program is not listed, please enter it below. If listed or you do not have a degree, enter NA
  
  - \* 4. Please indicate your years of full time experience in media, advertising or public relations.
    - 7 or more
    - 4 - 6
    - 1 - 3
    - None
  - \* 5. Please indicate the level of your experience with Adobe Creative Suite software including Photoshop
    - Advanced
    - Intermediate
    - Basic - I am familiar with the Creative Suite
    - None - I have not used Creative Suite
  - \* 6. If you have an online portfolio of work samples, please enter the URL below. If none, enter NA
  
  - \* 7. Selection steps for identified candidates will include: 1) Providing a writing sample and/or marketing plan 2) Completing design exercise using ACS 3) In-person interview At each phase of the process there is a required threshold score of 70% to move to the next level. By checking yes, I signify my understanding of the process. An answer of no will disqualify me from moving forward in the process.
    - Yes
    - No
- \* Required Question