



## TOWN OF DANVILLE

### MARKETING & OFFICE ASSISTANT

### JOB DESCRIPTION

UPDATED DECEMBER 2023

<b>JOB TITLE:</b>	Marketing and Office Assistant
<b>DEPARTMENT:</b>	Parks Department
<b>LOCATION:</b>	Danville, IN
<b>REPORTS TO:</b>	Community Engagement Coordinator
<b>SALARY:</b>	\$15.00-\$20.00/hour
<b>TYPE OF POSITION:</b>	Part Time
<b>HOURS:</b>	Monday-Friday, some evenings/weekends for special events
<b>OVERTIME:</b>	No

The responsibilities listed in this document are representative of the knowledge, skills, and abilities required to perform this position successfully. An individual must be able to perform each essential duty satisfactorily in order to fulfill performance expectations. Reasonable accommodations may be made for disabled individuals to perform the essential functions.

#### DUTIES AND RESPONSIBILITIES

##### Marketing Responsibilities

- **Content Creation:**
  - Assist in the creation of marketing collateral, including social media posts, blog articles, newsletters, and promotional materials.
  - Contribute to the development of engaging and relevant content to enhance the organization's online presence.
- **Social Media Management:**
  - Monitor and update social media platforms with relevant content.
  - Engage with followers and respond to comments and messages.
  - Assist in the development and execution of social media campaigns.
- **Market Research:**
  - Conduct research to identify market trends, competitors, and new opportunities.
  - Compile and analyze data to assist in making informed marketing decisions.
- **Event Coordination:**
  - Support the planning and execution of marketing events, including conferences, webinars, and product launches.
  - Assist in coordinating logistics and managing event-related tasks.

##### Office Assistant Responsibilities

- **Administrative Support:**
  - Provide general administrative support, including managing phone calls, emails, and correspondence.
  - Assist in scheduling appointments, meetings, and maintaining calendars.
- **Office Management:**
  - Ensure the office environment is organized and well-maintained.
  - Order and manage office supplies, and coordinate with vendors as needed.
- **Data Entry and Record Keeping:**

- Accurately enter data into databases and maintain records.
  - Assist in organizing and maintaining both digital and physical filing systems.
  - **Communication Liaison:**
  - Serve as a point of contact between internal teams and external stakeholders.
  - Communicate effectively with team members to ensure seamless operations.
- Duties are varied and require considerable knowledge of municipal operations, office and information management systems, and Town procedures and policies.
  - Due to the sensitive nature of the job, the individual must maintain a high degree of confidentiality
  - This position will be subject to the rules, policies, and operating procedures established by the Town Council and the Town of Danville, as they may be amended from time to time.
  - Assist with the ongoing process of evaluating and implementing changes to policies, procedures, codes, and ordinances relating to department objectives, goals, and standards.
  - Attend all meetings and trainings as required.
  - Maintain strict confidentiality regarding Town issues.
  - Ability to coordinate and effectively communicate orally and in writing with Superintendents, coworkers, Town Manager, Assistant Town Manager, Town Council, other Town Departments, contractors, vendors, and public, including being sensitive to professional ethics, gender, cultural diversities, and disabilities.

### QUALIFICATIONS

- Minimum of a high school diploma; a degree in marketing, business, or a related field is a plus.
- Proven experience in marketing or office administration is desirable.
- Strong written and verbal communication skills.
- Proficiency in Microsoft Office Suite and familiarity with basic graphic design tools.
- Familiarity with social media platforms and basic marketing principles.
- Highly organized with strong attention to detail.
- Ability to multitask and prioritize tasks effectively.
- Positive attitude and willingness to learn and adapt in a dynamic work environment.
- Must have basic knowledge of standard English grammar, spelling, punctuation, and ability to understand information from various sources to communicate effectively both orally and in writing.
- Ability to utilize computer technology such as calculators, Word, Excel and PowerPoint.
- Must be able to analyze problems, identify alternative solutions, project consequences of proposed actions and implement recommendations in support of goals.
- Must have a safe work record with good ethics and dependable attendance record.

### WORK ENVIRONMENT

While performing the duties of this job, the employee is regularly required to stand; walk; talk or hear. The employee is frequently required to sit. Must be able to frequently lift and/or move up to 25-50 pounds and occasionally lift and/or move, with assistance, more than 50 pounds with the use of personal safety equipment. Reasonable accommodations may be made to enable disabled individuals to perform the essential functions.

### EMPLOYEE ACKNOWLEDGEMENT

I have read and understand this job description and its relationship to the position I occupy. This job description is not an employment contract, nor is it intended to describe all duties someone in this position may be required to perform.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed Name