

UPPER EXPLORERLAND REGIONAL PLANNING COMMISSION

POSITION: Marketing Intern
REPORTS TO: Executive Director/Supervisor

TYPE OF WORK:

Work under the direction of the Executive Director to coordinate, create and implement marketing efforts for Upper Explorerland Regional Planning Commission (UERPC).

Marketing Coordinator Job Duties:

- Develop and implement marketing and advertising campaigns and products; prepare marketing and advertising strategies, plans, and objectives; plan and organize promotional presentations; update calendars;
- Update UERPC Facebook page;
- Update UERPC Twitter page;
- Create social media identity on other platforms as appropriate
- Support sales staff by providing sales data, market trends, forecasts, account analyses, new product information; relaying customer services requests.
- Research other Council of Governments (COG) ideas on marketing a COG;
- Maintain appropriate databases;
- Develop success stories of projects;
- Interview clients for third party endorsements;

QUALIFICATIONS:

Studying for Degree in a marketing, communications and/or public relations or a related field.

Work Environment:

UERPC operates in a professional office environment with a moderate noise level. This position requires assignments outside and at client locations.

Physical Demands:

This position is largely a sedentary role; however, routine use of standard office equipment such as computers, phones, photocopiers, calculators, filing cabinets and fax machines is required. While performing the duties of this job, the employee is regularly required to talk and hear, and occasionally operate a motor vehicle. The employee is routinely required to stand, sit, kneel, bend, stoop, climb, crouch, use hands to finger, spend time making repetitive motions, handle or feel, reach with arms and hands, and lift up to 10 pounds. Requires close visual acuity to complete general inspections of rental units.

Travel:

This position requires travel to client locations, agency offices and meetings.

Date Established: 4/26/2019

I have carefully read and understand the contents of this job description. I understand the responsibilities, requirements and duties expected of me. I understand that this is not necessarily an exhaustive list of responsibilities, skills, duties, requirements, efforts or working conditions associated with the job. While this list is intended to be an accurate reflection of the current job; the Employer reserves the right to revise the functions and duties of this job or to require that additional or different tasks be performed as directed by the Employer. I understand that I may be required to work additional time, different shifts, or hours outside the normally defined workday or workweek. I also understand that this job description does not constitute neither a contract of employment nor later my status as an at-will employee. I have the right to terminate my employment at anytime and for any reason, and the Employer has a similar right.

Employee's Signature

Date

Immediate Supervisor

Date

Upper Explorerland Regional Planning Commission (UERPC) is an Equal Employment Opportunity Employer. In Compliance with the American Disabilities Act, UERPC will provide reasonable accommodations to qualified individuals with disabilities and encourages prospective employees and incumbents to discuss potential accommodations with the employer.