

Public Relations & Marketing Specialist

Salary

\$24.00 Hourly

Location

416 Kenmore Blvd, Akron

Job Type

Full-Time

Division

Administration

Department

Public Relations and Marketing

Position Summary: This position is responsible for communicating a variety of messages to both METRO employees and the public.

Reporting Relationships:

- **Position Reports to:** Director of Public Relations & Marketing
- **Direct Report By Title:**
- **Indirect Reports by Title:**
- **Number of Reports:** Direct 0 Indirect 0

Examples of Duties

Essential Job Functions:

To perform this job successfully, an individual must be able to perform the essential job functions satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions described in this position description. Since every duty associated with this position may not be described herein, employees may be required to perform duties not specifically spelled out in the job description, but which may be reasonably considered to be incidental in the performing of their duties just as though they were actually written out in this position description.

Job Responsibilities:

- Design produces newsletters.
- Coordinates and participates in local shows
- Creates social media content and posts on a variety of platforms
- Tracks industry-related articles from newspapers, journals and the internet
- Gives presentations to local school and community groups

- Develops in-house presentations
- Designs posters and/or on-board notifications
- Plans company events, prepares press releases and proofs company literature
- Designs and distributes METRO advertisements and brochures and other company literature.
- Coordinates with printers and advertising agencies and coordinates website
- Provides support for purchasing ad space
- Performs other related duties as assigned along with regular attendance required.
- Be able to work evenings, nights, and weekends as assigned.

Typical Qualifications

Experience and/or Educational Requirements:

- Position requires four-year degree; three to five years of relevant experience; or any combination of education, training and work experience which provides the required skill sets to perform the essential functions of the job.
- Sharing one goal, one mission.
- Keeping commitments.
- Giving more than is expected, willingly, without hesitation and without direction

Required Skill Sets:

Occupational/Technical Skills:

- Ability to use desktop publishing, graphic design, word processing and selected job-specific software
- Ability to properly and creatively capture photographic images

Administrative Skills and Interpersonal Skills:

- Ability to organize work, set priorities and meet critical deadlines with a minimum of direction
- Ability to research, compile and summarize a variety of informational and statistical data and material to determine problem scope
- Knowledge of administrative principles and practices including goal setting and goal implementation
- Knowledge of techniques of effective time management
- Ability to keep clear and accurate records and reports
- Ability to design reports and records, or redesign current reports and records as conditions warrant

Cognitive Skills:

- Ability to perform standard business arithmetic, including percentages and decimals
- Ability to read, analyze and interpret professional periodicals and journals, technical procedures, and government regulations
- Ability to apply logical thinking to solve practical problems
- Knowledge of report generation
- Ability to interpret a variety of instructions in written, oral, diagram or schedule form
- Ability to use a computer terminal to accurately and rapidly enter and retrieve data and information
- Knowledge of modern office methods, procedures, equipment and standard clerical techniques
- Knowledge of record keeping, report preparation, filing methods, and records management techniques
- Knowledge of analytical skills necessary to develop and implement mission, goals and procedures
- Knowledge of basic budgetary principles and practices
- Ability to demonstrate initiative and independent judgment
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Communication & Interpersonal Skills:

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When applying, please provide any previous employer's contact information for up to the past 12 years.