



Communications & Marketing Coordinator

Explore. Thrive. Belong.

Jefferson County is the Heart of the Heartland. We offer the best of Wisconsin living with safe, family oriented, vibrant business and civic communities surrounded by picturesque farmland. Jefferson County is proud of our small-town living options and easy access to major urban centers.

WHAT WE ARE LOOKING FOR IN THE COMMUNICATION & MARKETING COORDINATOR

Jefferson County is looking for a dynamic Communications and Marketing Coordinator to lead the County in sharing our story. This role is your opportunity to shape and elevate the County's messaging—both internally and out in the community. You'll collaborate across departments, manage our digital presence, and craft compelling content that promotes programs, services, and initiatives. From social media to newsletters and special projects, your strategic communication skills will support transparency, engagement, and public trust. If you're a versatile communicator who's passionate about public service, we'd love to have you on our team!

WHAT YOU WILL DO AS THE COMMUNICATION & MARKETING COORDINATOR

The Communications & Marketing Coordinator position coordinates general county-wide messaging while providing tools, resources, and strategic support to departments in promoting their services to their target audiences. This role collaborates with the County Administrator and departments to enhance communication efforts across platforms, while respecting the subject-matter expertise and outreach practices already established by individual departments.

SOME ESSENTIAL RESPONSIBILITIES AS THE COMMUNICATION & MARKETING COORDINATOR

You will be successful in this role by completing the following tasks and responsibilities:

- Supports the development and implementation of a County-wide communications plan that supports government goals and compliments department-specific outreach efforts.
- Coordinates and maintains county-sponsored social media platforms and county websites.
- Prepares and distributes internal and external communication materials, including print, digital, video, and web-based formats, in support of County-wide messaging.
- Assists in county-wide tourism promotion in collaboration with local chambers of commerce and related organizations.
- Serves as communications resource to County Administrator and leadership team, providing support on messaging and outreach related to County initiatives.
- Provides general front-desk coverage and administrative support in the absence of the County Secretary, including assisting with routine inquiries, directing visitors, and supporting day-to-day office operations as needed.
- Assists with scheduling meeting rooms, maintaining RSVP lists, and preparing materials for County-wide events or public meetings.

Requirements:

- Bachelor's degree in marketing, Communications or similar field of study, and
- Three years of professional experience in communications, marketing, public engagement, journalism, or a related field, or
- Equivalent education and experience

Preferred Requirements:

- Five years of professional experience in communications, marketing, public engagement, journalism, or a related field.



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Wage & Benefits

The starting hourly wage range is \$33.08 - \$34.95 per hour depending on qualifications.

Full range extends to \$42.50 per hour.

Benefit Highlights

Paid Vacation

Health insurance

Health insurance Opt Out Plan

Dental & Vision insurance

Life insurance

Wisconsin Retirement System

Health Savings Account

Deferred Compensation Program

*Group Life insurance *

Short- & Long-Term Disability

Employees at Jefferson County Value

Competitive Pay

Excellent Benefits

Great Coworkers

Flexibility

Advancement & Opportunity

Family Culture

HOW TO APPLY: For a full job description and link to apply online, please visit the County's web site at

www.jeffersoncountywi.gov

Jefferson County is an Equal Opportunity Employer