

Jefferson County
Position Description

Name:	Department: Administration Division:	
Position Title: Communications and Marketing Coordinator	Pay Grade: 9	FLSA: Exempt
Date: July 2025	Reports To: County Administrator	

Purpose of Position

The Communications and Marketing Coordinator supports the County’s internal and external communication efforts by developing and distributing consistent, accurate information about Jefferson County programs, services, and initiatives. This 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.

Essential Duties and Responsibilities. *The following duties are normal for this position. These are not to be construed as exclusive or all-inclusive. Other duties may be required and assigned.*

- 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.
- Participates in monthly Department Head meetings to identify opportunities to support communication and outreach across departments.
- Collaborate with external consultants to develop a newsletter and additional outreach opportunities.
- Offers training and guidance to employees on County branding, communication best practices, and digital outreach tools as requested.
- Provides support to County Board Supervisors by distributing a weekly internal newsletter and offering strategic guidance on delivering direct, meaningful feedback to constituents regarding county matters.
- Conducts special projects and research as assigned by the County Administrator, providing recommendations for actionable insights and support to county initiatives.
- Recommends and helps implement branding and visual standards for County materials in coordination with departments.
- Supports the use and troubleshooting of audio and video equipment during County functions and public meetings.
- Communicates effectively at all levels of the County, proficient with computers and design software.
- Demonstrates sound judgement, time management with high attention to detail and organization.
- Adheres to and promotes safety as a priority in the workplace.
- Performs other duties as assigned or that may develop.
- Demonstrates dependable attendance.

Additional Tasks and Responsibilities. *While the following tasks are necessary for the work of the unit, they are not an essential part of the purpose of this position and may also be performed by other unit members.*

- 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.

Minimum Training and Experience Required to Perform Essential Job Functions

- 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 Training and Experience Required to Perform Essential Job Functions

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

Other Requirements – Certificates/Licensures

- None

Knowledge, Skills, Abilities

- Knowledge of effective communication principles, including writing, editing, and formatting for various audiences and platforms.
- Knowledge of digital communication tools, including websites, social media platforms, and email marketing systems.
- Knowledge of basic graphic design and branding concepts appropriate for public and internal audiences.
- Knowledge of the public sector or community-based outreach strategies.
- Knowledge of software and platforms commonly used in communication efforts, such as Canva, Adobe Creative Suite, or similar tools.
- Skill in organizing and managing multiple priorities, projects, and deadlines with strong attention to detail.
- Skill in using digital tools and platforms to create and deliver consistent messaging.
- Skill in writing, editing, and proofreading materials for publication across print and digital formats.
- Skill in delivering presentations or training on communication best practices and branding.
- Skill in communicating effectively at all levels of the organization, both verbally and in writing.
- Ability to exercise sound judgment, maintain confidentiality, and respond flexibly in dynamic environments.
- Ability to work collaboratively with a wide range of departments and stakeholders.
- Ability to analyze and interpret complex or technical information and present it clearly to diverse audiences.

- Ability to adapt communication approaches to meet the needs of different platforms, departments, and audiences.
- Ability to learn and apply new systems, software, or tools to improve communication efforts.
- Ability to reliably and predictably carry out one’s duties.
- Ability to respond to common inquiries or complaints from customers, regulatory agencies, or members of the business community.
- Ability to write speeches and articles for publication that conform to prescribed style and format.
- Ability to effectively present information to top management, public groups, and/or boards of directors.

Supervision

- None

Physical Demands. *The physical demands described here are representative of those that must be met by an employee to successfully perform the essential duties and responsibilities of this job. Reasonable accommodation may be provided to enable individuals with disabilities to perform the essential duties and responsibilities.*

- Requires hand-eye coordination and fine motor skills to operate standard office equipment, including computer systems, keyboards, and digital design tools.
- Requires sufficient visual and auditory capacity to participate in meetings, deliver presentations, and review digital and printed communication materials.
- Occasionally lifts or transports up to 10 pounds in communication materials or equipment such as printed displays, presentation supplies, or audiovisual components for County events or meetings.
- Requires the ability to maintain focus and perform detailed tasks for extended periods in an office or meeting setting.

Work Environment. *The work-environment characteristics described here are representative of those an employee encounters while performing the essential duties and responsibilities of this job. Reasonable accommodation may be provided to enable individuals with disabilities to perform the essential duties and responsibilities.*

- Work is primarily performed in a professional office setting with standard lighting, temperature, and noise levels.
- Occasionally works in offsite or public environments for meetings, presentations, or community events.
- May be exposed to interruptions, multiple simultaneous demands, and deadline-driven tasks.
- The noise level is typically moderate but may vary during public functions or multimedia setup.

Jefferson County is an Equal Opportunity Employer. *In compliance with the Americans with Disabilities Act as Amended, the County will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.*

I have read and understand the duties of this job description and, by signing below, I agree that I can perform the duties of this position with or without reasonable accommodation.

Employee Signature:	Date:
Supervisor/Manager Signature:	Date: