2018 PROGRAM SPECIFICATION

RAMAC

PROGRAM #: 670

STANDARD PROGRAM: Marketing Coordinator TARGET POP: WIOA/CF

ACCOUNT #:

2018 UNITS: Actuals CLIENTS: N/A ALLOCATION: TBD

UNIT DEFINITION: Actual Expenses

FUNDING SOURCE(S): WIOA/Children First

GEOGRAPHICAL AREA TO BE SERVED: Racine County

DAYS/HRS OF SERVICE AVAILABILITY: Monday – Friday: 8:00 a.m. – 5:00 p.m. and some evenings and weekends

DEFINITION OF CLIENT ELIGIBILITY: Funding source participants

MINIMUM STANDARDS:

Provider must agree to comply with the following terms and conditions:

- Standard contract language

- Certification standards where applicable

- Fiscal and program reporting criteria

- Allowable Cost Policy

- Audit criteria

- Policies and procedures as defined in Racine County Human Services Department Contract Administration Manual

- Maintain adequate liability coverage

- Civil Rights/Affirmative Action Policies

- Criminal background checks for staff

- Drug screening, driver’s license checks and reference checks

- Human Resources Condensed Policy Manual for Student Interns, Volunteers, Temporary Agency and Contracted Staff.

- Payment of all wages, payroll taxes, worker’s compensation, social security, federal and state unemployment insurance and any and all other federal and state taxes relating to the staff

- Fair Labor Standards Act

- Withholding payroll taxes, paying unemployment insurance, worker’s compensation and social security contributions

- Complete performance evaluations and discipline and maintain employment records

- Recognize that authorization for services is approved by Racine County Human Services Department

- All informational materials (program descriptions, brochures, posters, etc.) must identify it as a RCHSD program through the use of a standardized RCHSD format provided by Racine County.

- The program must be identified as a RCHSD program in all public presentations and media contacts/interviews.

- All Provider external vacancies shall be advertised on JobCenterofWisconsin.

- The National Career Readiness Certification is a preferred qualification for all employees hired by the Provider.

PROGRAM DESCRIPTION:

**Marketing Coordinator**

**Human Services/Workforce Solutions**

**Basic Functions**

This position works closely with the Marketing and Fund Development Manager in the development of marketing materials and strategies for all Racine County programs, departments and initiatives.

**Essential Duties**

1. Interface with Workforce Solutions, Human Services and other Racine County department staff to create print and electronic marketing pieces.
2. Propose other areas where Racine County initiatives and programs could be marketed to the public.
3. Identify and evaluate new sources for Racine County exposure.
4. Maintain up-to-date information on Racine County website.
5. Take photos of events and record where appropriate.
6. Provide support for strategic plan and process.
7. Use social media to effectively engage the community and create awareness of services offered by Racine County.
8. Collaborate effectively with other community organizations, local businesses, and counseling services to maximize opportunities for partners and the effectiveness of the program.
9. Assist with coordination of employment-related events and activities, career fairs, employer advisory committees, career exploration events etc.
10. Participate in staff meetings, trainings, workshops and outreach events.
11. Perform any other functions as needed by management and agency to meet marketing goals.
12. Conceptualize, develop and design materials to effectively achieve desired outcomes.
13. Evaluate and measure performance of marketing efforts using metrics and analytics
14. Complete tasks and project within prescribed timeline.
15. Other duties as assigned.

**Organizational Placement**

Reports to the Marketing and Fund Development Manager.

**Supervision Received**

Receives general supervision from the Marketing and Fund Development Manager.

**Qualifications**

* Bachelor’s degree in Communications, Business, Management, Education or a related field.
* Two (2) years’ work experience in making independent decisions and meeting deadlines.
* Valid Wisconsin driver’s license.
* Demonstrated knowledge and sensitivity to various cultures and underserved and underserved families from all socio-economic backgrounds.
* Recent technical training or experience with Microsoft Word, Access, Excel, PowerPoint and current graphic design software
* Knowledge and experience using multiple social media platforms.
* Prompt and regular attendance.
* Or any equivalent combination of education, training, or experience which provides the requisite knowledge, skill, and abilities.

**Knowledge, Skills and Abilities**

* Ability to effectively communicate orally and in writing.
* Ability to maintain accurate and complete records both paper and electronic
* Ability to evaluate information and exercise independent judgment in making decisions.
* Ability to communicate well with staff, team members, other functional teams and the public.

This description has been prepared to assist in properly evaluating various classes of responsibilities, skills, working conditions, etc. present in the classification. It is intended to indicate the kinds of tasks and characteristic levels of work difficulty that will be required of positions that will be given this title. It is not intended as a complete list of specific duties and responsibilities; nor, is it intended to limit or in any way modify the right of any supervisor to assign, direct and control the work of employees under their supervision. The use of a particular expression or illustration describing duties shall not be held to exclude other duties not mentioned that are of a similar kind and level of difficulty.